

LEADER CONVERSATION GUIDE

3 Keys to Structure Your Team for Future Ministry Impact – Episode 185

The Answers to 3 Essential Questions Pastors are Asking Right Now

Over the last several months, pastors and leaders at churches of all different shapes and sizes have been asking us the same couple of questions. Structuring your team strategically and effectively is essential if you want your church to grow and continue to make an impact well into the future. In this week's episode Tony Morgan, Amy Anderson, and Michael Moore sit down to talk through practical strategies and answers to these three questions:

What New Roles Do We Need?

- **The Digital Strategist:** this is a leader/strategy role. You want someone who can build the systems and processes and lead the people who are executing. *(This is not an online campus pastor or the content creator.)*
- **Content Marketing:** someone who knows what content to create and how to reach people digitally. Think about people who aren't yet connected to your church or new believers and how we can engage them through your digital content.
- **Spiritual Entrepreneurs:** you need people who are thinking about **new** ways to fish in this digital world.
- **Think About Diversity**
 - When you're building your team, ask yourself: are we missing any key strengths? Does the entire team look like me and think like me? (If so, you're missing an opportunity to balance out those strengths with other strengths.)
 - Think about ethnic diversity, age diversity, gender diversity etc.
- Most churches have over-staffed in the shepherding space rather than people with the gift of spiritual entrepreneurship.

Are we over-staffed? If so, what's our next move?

- Until you know where you're going, you don't know what type of team to build.
- If you don't define where you're going, then you're going everywhere. You end up scattering your resources.
- For example: if you're trying to build an iPhone - you want innovative, creative people. But if you're trying to climb Mount Everest, innovation could get you killed. You need different people on your team, depending on your goal.

- If you're over-staffed, you either have too many "doers" on the team or you have too much ministry going on. (Sometimes the answer is both.)
- Don't shy away from pruning. Make room for great by pruning the good.
- One of the key differences between stuck or declining churches and healthy, growing churches is the amount of staff. Declining or stuck churches have 35% more staff than healthy churches.

Is Our Staff Team Focused on What's Most Important?

- You cannot manage what you cannot see.
- As the leader, get visibility on what your team is working on.
- For staff, align them around an Organizational Goal (the big picture for the organization) and a Developmental Goal (a personal development goal).
- Make sure your span of care allows you to lead well.
- Ask what does success look like for your role and make sure that's clear.
- Regularly schedule longer one-on-one time with your direct reports.
 - What gets noticed gets repeated and you get what you tolerate.
- Team 4x4's: 4 most important things you need to do in the next 4 weeks.
- FAST Goals: Frequently Discussed, Ambitious, Specific, and Transparent.
- Ask yourself:
 - Are we aligning our people around what is most important?
 - What does success look like for our organization?
 - How are we going to get there? And who owns which pieces?

Next Steps

- [The Strategic Alignment Pyramid](#)
- [Leading from Your Strengths](#)
- [12 Signs You're a Spiritual Entrepreneur](#)
- [Necessary Endings](#)
- [4 Disciplines of Execution](#)
- [High Impact Teams](#)

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