

LEADER CONVERSATION GUIDE

Next Steps Guest Engagement

Episode 113

Engaging Your Mission Field (Part 4)

Churches drift towards an insider-focus over time—more attention is given to discipleship of Christ followers than to effective outreach and evangelism. How do you fight that tendency? We've noted four steps that help churches open their "front door" wider. All four are critical—but we've found most churches only have strategies and structure to engage one or two of them.

In this four-part series, Tony and Amy unpack the key steps we see helping churches reach more new guests with the love of Jesus: 1) *Pre-Guest Engagement*, 2) *The First-Time Guest Experience*, (3) *First Steps Engagement*, and (4) *Next Steps Engagement*.

The fourth step is about helping people find their place in the body of Christ. The win is all about helping people join the team and engage in their part of the church's mission. How do you do that? Here are some ideas:

Unify Every Next Step Beyond the Weekend Service

- Bring all next steps under one leader on one team.
- Eliminate competition for people's time and attention.

Flip the Steps in Your Discipleship Path

- People are more likely to move from serving others to a group than they are to move from a group to serving others.
- Helping people find their place in the body of Christ addresses some of the big questions that people ask at different points in their lives.

Create Easy and Intentional On-Ramps

- Think about ways to help people connect at church and online.
- Offer a handful of first serve opportunities in each core ministry area rather than trying to list every serving opportunity.

Moving People From the Seats Into Serving

- Dedicate at least two Sundays every year to this focus.
- Share a fresh vision for why people should move from just being a participant in the worship experience to actually contributing by being on a serving team.
- Teach on the why behind serving and then make the ask in the service.
- Make sure that your discipleship path points people to serving others both inside and outside the walls of the church.

Next Steps

- With your team, ask some of the following critical questions about your next-steps guest engagement strategy:
 - What ministries are currently competing for people's time and attention?
 - What would happen if we were to flip the steps in our discipleship path?
 - What are some specific ways we can streamline our first-steps process?
Are we valuing people's time to make it easier for them to take first steps?
 - Do we have the right leader owning our first-steps engagement process? Do they have a natural ability to connect people together?
 - How does our website, social media accounts and email marketing make it clear to people why they should take a first step? Do we have an easy digital on-ramp to help people get signed up to begin taking their first steps?
- **Could you use help clarifying who is in your mission field and how you'll engage them?**
We're guiding church teams through these conversations every week. [Let's talk.](#)

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