

LEADER CONVERSATION GUIDE

Insider-itis, Narcissism & Other Reasons Churches Don't Reach More People

Episode 115

An Interview with Jeff Henderson on What It Means to Be FOR Your Community

Our world today often feels hyper critical and cynical, and many times outsiders have a similar view of our churches. We're seen more through the lens of what we're against than what we're for, but what if we could change the narrative so our churches were known by what we're for in our communities?

Today on the podcast, Tony sits down with Jeff Henderson, lead pastor at Gwinnett Church and author of the book Know What You're FOR: A Growth Strategy for Work, An Even Better Strategy for Life to explore how churches can engage their communities in a more effective way. The interview shares some of the following ways churches can stand out in their communities to reach more people:

Looks For Ways To Create What You Do On Sundays Throughout The Week

- Provide tools and opportunities for people to make an impact in the community during the week.
- Highlight and serve local businesses in the community.

Maximize Positive Word of Mouth Advertising

- Eighty to ninety percent of first time guests show up to a church because a friend invited them.
- A church/business is no longer what it tells people. A church/business is what people tell other people it is.
- Learn to leverage the social media reach of all the people that attend your church multiplied by all the people that they can potentially reach.
- Equip the vision carriers of your church to help give the church a different image.

- Shift the spotlight away from you and more toward the community and start talking about them because it's not about you.
- Become a raving fan of your customers.
- Pay attention to what people are complaining about.
- Keep short accounts with your team.
- Build a positive culture, the customer is eventually treated like the team is treated.

Next Steps

- With your team, take some of the following next steps:
 - Discuss the way your organization is treating staff and volunteers. The customer is eventually treated like the team is treated. How does this statement make your team feel? What next steps can be taken to strengthen your team culture?
 - Connect with your team to discuss whether you tend to be more focused on doing good for the community or spreading the gospel? Why is a balance of both of these important?
 - Challenge your team to invite and pray for unchurched people. Ask each leader to make it a priority to invest time getting to know local businesses and people outside of the church.
 - Schedule your next team meeting away from your church building at a local business. Ask the business leader to share how they are doing and how your team can help serve the community.
 - Evaluate your social media accounts to determine if there is a balanced strategy to promote your church verses promoting the community.
 - Read [Know What You're FOR: A Growth Strategy for Work, An Even Better Strategy for Life](#) with your team.

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