

LEADER CONVERSATION GUIDE

Blind Spots on the Weekend

Episode 136

Suggestions from a Secret Shopper for Creating More Compelling Church Services

Even churches who are clear on their mission field develop blind spots over time. We get used to the way we do things. We don't see the "dust" anymore, so it becomes harder for us to really see what an outsider sees. In this last episode of our series on creating compelling weekend services, Amy and Tony discuss the blind spots pastors tell us a Secret Shopper revealed for them, and some next steps we often counsel churches to take when those blind spots become visible.

Miss #1: The Weekend Does Not Reflect the Mission Field

- One of the big challenges we've seen in weekend services is that the people on stage don't reflect the church's mission field or the people they're trying to reach.
- Reaching your mission field begins with clarifying it.
 - Where has God placed your church?
 - Who are you trying to reach within that mission field?
 - What's most important to that person? What are their needs that the church can/should address? How does the church respond to those needs?
- Get more intentional about designing ministry strategies and environments (including weekend services) with the mission field in mind.

Miss #2: Not Welcoming New Guests Effectively (or At All)

- In our Secret Shopper reports, the average score churches receive in the area of welcoming new guests is a 2.7, basically a C+. Fixing this is low-hanging fruit!
- The purpose of the welcome is to build a connection and trust with people, especially new people. You want them to feel welcome and at ease—church can seem intimidating and unfamiliar. A few keys to improving in this area:
 - Bring energy and be genuine.
 - Invite people to participate in singing, but let them off the hook if they don't like to.
 - Avoid words that are easily misunderstood by the unchurched.

Miss #3: Lack of Application in the Message

- From the data in our Secret Shopper reports, we've found a correlation between *messages that include clear ways to apply the teaching to everyday life with high scores for likelihood to return and bring a friend.*
- Questions to evaluate the message for applicability:
 - Did the message provide ways to apply God's word to everyday life?
 - Was I challenged to believe, think or do something differently?
 - Was it applicable to both Christians and first-time attendees?
 - Was it memorable? Was the takeaway/next step clear?

Miss #4: Facilities That Don't Set People at Ease

- If the interior feels dated, worn and full of fake ficus trees, new people can't help but wonder, *"Is the experience or message going to be dated, worn and fake?"*
- If people step into a time warp, they wonder, *"Do you even know who I am and the struggles I have? Do you know what I value?"*
- Outside perspective is important—we all grow accustomed to our environments. We don't see the stained carpet, the clutter, or the lack of way-finding signs.
- When done well, the interior of a church building puts people at ease.
 - *"I fit here."* (Facilities in good condition and well cared-for.)
 - *"I know where to go."* (Signage/way-finding is helpful.)
 - *"This place has life."* (It's not dark, unkempt and overwhelmingly brown.)

Next Steps

- One of the best things you can do to reveal blind spots is to invite an outsider to experience your services and give you their candid reactions.
- During the "Secret Shopper" portion of our [Unstuck Process](#), one of our ministry consultants helps you view your services through the eyes of an unchurched member of your community. Interested in learning more? [Let's talk](#).

Listen to the episode on iTunes or at theunstuckgroup.com/episode136.