

LEADER CONVERSATION GUIDE

How Pastors Should Respond in Crisis

Episode 137

Communicating Hope & Finding Opportunities

While events around the world have brought on growing fear and anxiety, the Church stands on the edge of an incredible opportunity to bring hope. In this episode, Tony and Amy share thoughts and specific examples of how church leaders can identify opportunities during this crisis that they've never had before.

Communicating Hope

- When crisis hits, people are looking for their leaders to remain calm, to maintain steadiness. Acknowledge the crisis. Own the responsibility for understanding how the community is feeling. Demonstrate peace.
- Your staff, your church and your community need you to clearly communicate the situation. Stay up-to-date on the reality of “where we are today.”
- Communicate decisive action. What will be your church’s response? What’s going to happen, and by when? Who will be responsible? Communicate the WHY behind all decisions. Bring hope.

4 Opportunities for Churches During the Coronavirus Crisis

1. **Bring hope and assurance to people who may be living in fear.** Everyone is spending too much time on Facebook or watching too much of their favorite news channel. How can you creatively and intentionally engage people with messages of hope?
2. **Partner with the charities in your community who are serving people most impacted by the crisis.** Find out which charities are mobilizing, and discover the ways your church can support them. Find out what they need. Engage your church family in rallying around them.
3. **Give more attention to your digital platform, especially streaming online services.** Have you been slow to develop a digital engagement strategy? Now’s the time to radically move this forward. Do you already have one? Take some time to optimize and test out new strategies or ideas.

4. **While your team is working remotely, implement new online solutions for team communications and collaboration around tasks and projects.** Make use of this time to increase the alignment and productivity of your team to make a bigger Kingdom impact.

If your church won't be holding weekend services or other large gatherings in the coming weeks, your team actually may have more time on their hand than ever before.

How will you redeem the time for good?

Next Steps

- Call a meeting of your senior leadership team to talk through the four opportunities Tony shared in this episode. Are there other opportunities to consider? Assign a champion for each opportunity you decide to advance.
- Visit theunstuckgroup.com/coronavirus for a free webinar series, plus links to resources and stories from other churches.
- Here at The Unstuck Group, we're practicing what we preach. We are identifying opportunities in the midst of this crisis to develop new ways to help pastors get unstuck, including virtual solutions to equip pastors to lead unstuck churches. Learn more at theunstuckgroup.com.

Listen to the episode on iTunes or at theunstuckgroup.com/episode137.