

LEADER CONVERSATION GUIDE

Reliable Metrics for Church Health & Growth

Episode 87

Tracking the Front/Back Door, Leadership, Engagement & Culture

This week's conversation is about monitoring the health and growth of a church, specifically through numbers. Why? Really it's just about being a good steward of the resources God has given us. If you haven't been monitoring church health metrics closely, this episode digs into why you should start now.

Why Monitor Metrics

- They help your team develop a shared perspective. When everyone is clear on the “win,” you can all pull in that direction together.
- They help provide a foundation for future planning. Churches who are tracking data and the movement of people are better positioned to know how to invest their time
- They can provide some early warning signs that something needs attention. Like the check engine light in your car, metrics give you an indicator that something in the ministry is on the path to broken.
- They help you celebrate life change when it's happening, and clearly notice when it isn't. You'll be able to better explain why change is needed instead of hoping things will just fix themselves.

Which Metrics Give a Good Indicator of Church Health?

No single metric alone can tell the whole story. Take several in combination to get the most accurate view of your church's health.

- **Front Door Metrics:** We recommend that churches, at the very least, should be measuring these three: number of first-time guests, number of baptisms/salvations, and overall attendance. These will help you get an idea of the health of the “front door” of your church.
- **Back Door Metrics:** We encourage churches to track people's engagement with the steps on your discipleship path.
- **Leadership Metrics:** Measure the number of leaders you are developing in your church.
- **Engagement Metrics:** We suggest measuring volunteer engagement and financial giving.

Culture-Shaping Behaviors

- You can't build a healthy church with an unhealthy team.
- Clearly establish the culture-shaping behaviors for your staff and monitor them closely. We focus on helping churches develop team behaviors (vs. church-wide values statements) because we've found they have a more significant impact on the culture of the church.
- While it's difficult to do a numerical analysis, you can still regularly monitor this metric. For example, you may determine "Make bold moves" is one of your culture-shaping behaviors. You can evaluate by asking, "How are we doing with this behavior?" and rating yourselves on a red, yellow, green scale.

Next Steps

- We encourage your church leadership team to review the data you're monitoring monthly.
- Look for early warning signs, as well as trends over time, and get a sense of how your current initiatives are impacting the ministry.
- Check out the [Leading an Unstuck Church Course](#). We cover this topic of health and growth extensively in the course. PLUS! Access to our *Vital Signs* tool is a perk for participants.

You can enter a couple dozen key metrics from your church online and get a report on your overall health in each of those areas, as well as how your metrics compare to the hundreds of other churches we have served. [Learn More & Enroll](#)

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