

LEADER CONVERSATION GUIDE

# Multisite Q&A with Jim Tomberlin (Part 2)

## Episode 88

### *Vision-Casting Multisite, Video vs Live Teaching, and 5 Key Factors for Success*

Tony Morgan and Jim Tomberlin [recently announced](#) that our two ministries—MultiSite Solutions and The Unstuck Group—are coming together! Jim was one of the pioneers of the multisite movement in the 1990s and has been helping churches effectively transition from being one church to being one church in multiple locations ever since.

In [Part 1](#) of this podcast conversation, Jim and Tony talked basics of the movement, bad reasons churches go multisite, and church-planting vs. campus launching. This episode dives deeper into what makes a multisite strategy successful.

### *Casting Vision for Multisite*

- Effectively navigating the paradigm shift from “monosite thinking” to “multisite thinking” is the biggest challenge for churches embarking on a multisite strategy. The older and the bigger a church is, the more difficult it is to make that paradigm shift.
- The old megachurch mindset of buying 100 acres of land and building as big as you can is over. It's not sustainable. Pastors who can move beyond facility-centric thinking to community-centric thinking will be most successful.
- To maximize this strategy, the model needs to be the same at each campus: You are reproducing your church in other locations around your community.
- By contrast, church-planting is reproducing your *kind* of church. There's nothing wrong with having a network of churches of like-minded churches that have a common philosophy, beliefs, etc. But if you try to do that and have some kind of central resourcing and relational connection, it starts to unravel after you get beyond three or four.

### *Video vs. Live Teaching Models*

- The latest survey tells us 50% of multisite churches nationwide do not use video teaching at all. About 25% are primarily video teaching. Another 25% use some combination. The largest churches with the most campuses tend to rely most heavily on video.

- Building a teaching team and making all campuses video-capable gives you the most flexibility. Relying primarily on video-teaching is the best strategy to ensure consistency across campuses.

## *Multisite Success Factors*

Surveys tell us churches are seeing about a 90% success rate with their multisite campuses. That is, five years after launch, the campus is still up and running. There's high confidence in the model. So what's making it work? What are they doing right?

- **Clarifying the "Why"** - It's all about the mission and vision of your church. You need to have a compelling reason for why a multisite strategy helps your church accomplish its vision.
- **Finding a Campus Pastor** - The most important decision a church will make in multisite is the campus pastor decision. Everything rises or falls on leadership. Finding someone with leadership capacity and the DNA of your church is most important.
- **Finding a Facility** - The most difficult challenge to overcome in multisite is finding a facility. It's what delays and slows down churches more than anything else for multisite.
- **Launching Strong** - Jim recommends you have at least 200 people on your core team at launch, and that you launch 20-30 minutes drive time away from your sending campus.
- **Navigating the Paradigm Shift** - You have to change from a monosite to a multisite mindset, and that's where churches get bogged down. That's why the majority don't grow beyond three locations.

## *Next Steps*

Expanding or launching your multisite strategy? Our team has 100+ years of combined experience leading in effective multisite churches. We can guide you through the process of clarifying your organization-wide ministry strategy, and how it can be replicated effectively across campuses. Learn how at [theunstuckgroup.com/multisite](https://theunstuckgroup.com/multisite).

Listen to the episode on iTunes or at [theunstuckgroup.com/episode88](https://theunstuckgroup.com/episode88).