



Society for
CHURCH
CONSULTING

LEVEL 4
BEST PRACTICES IN
CHURCH CONSULTATION



Society for
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CONSULTING

LEVEL 2: COMPREHENSIVE CHURCH CONSULTATION

FIRST STEPS / FIRST COMPONENTS

I. Assimilation



A. Assimilation Issues

- 1. All churches believe they are friendly**
- 2. Assimilation is difficult in large groups**
- 3. Hospitality means love of strangers**
 - a. Do not mistreat your guests**
 - b. Treat guests like family**
 - c. Love guests as you love yourself**
 - d. Remember, we were once guests too**
- 4. Without guests, a church cannot grow**

B. Hard Facts

- 1. Many factors contribute to the assimilation crisis in American churches.**
- 2. “Dropping out” of church has become an anticipated part of Christian lifestyles.**
- 3. The church has forgotten youth and thus has frontloaded the dropout machine.**
- 4. Family involvement increases relative closeness to the church.**
- 5. “Anxiety-Anger Complex” is not being addressed for the aging Baby Boomer.**

B. Hard Facts

- 6. Congregational leaders are less relationally skilled.**
- 7. Pastors have much to do with assimilation.**
- 8. Doctrine remains a high concern for the long-term believer.**
- 9. However, people tend to leave more over disagreements than theology.**
- 10. People drop out: 1) The 1st two years of church; 2) Between ages 15 and 23; 3) At the empty nest stage; 4) After a divorce.**

C. The Consultant's Opportunity

- 1. Raise the bar of concern**
- 2. Guide the church on the front end**
- 3. Minimize the negative; emphasize the positive**
- 4. Make excellent worship a priority**
- 5. Consider expository preaching**
- 6. Prioritize care ministries**
- 7. Don't forget the youth**

C. The Consultant's Opportunity

8. Think spiritual formation

9. Recognize the power of relationships

10. Provide multiple change points

11. Train conflict reconciliation

12. Recruit, recruit, recruit volunteers

13. Understand the value of social concern

D. How To Welcome Guests Graciously

Give guests the best...

- 1. Attitude**
- 2. Communication**
- 3. Welcome**
- 4. Parking**
- 5. Seating**
- 6. Time**
- 7. Service**

F. Effective Follow-Up

A 4-Step Plan

Acknowledgment



```
graph TD; A[Acknowledgment] --> B[Enhancement]; B --> C[Appointment]; C --> D[Commitment];
```

Enhancement

Appointment

Commitment

F. Effective Follow-Up

A 4-Step Plan

Acknowledgment

```
graph TD; A[Acknowledgment] --> B[Enhancement]; B --> C[Appointment]; C --> D[Commitment];
```

Enhancement

Appointment

Commitment

- 1. Call guests within 24 hours**
- 2. Ask guests for their opinions**
- 3. Send a thank-you letter within 2 days**
- 4. Place guests on the mailing list**
- 5. Invite them to return**

F. Effective Follow-Up

A 4-Step Plan

Acknowledgment

```
graph TD; A[Acknowledgment] --> B[Enhancement]; B --> C[Appointment]; C --> D[Commitment];
```

Enhancement

Appointment

Commitment

- 1. Mail a special thank-you card**
- 2. Deliver a gift to their home**
- 3. Explain the Pathways**

Multiple Entry Points

#1: Staff reception

#2: The “Meet the Pastor” dessert

#3: Orientation class

#4: Small groups

#5: Dinner events

#6: New believers/members class

#7: Placement interviews

F. Effective Follow-Up

A 4-Step Plan

Acknowledgement

t

Enhancement

Appointment

Commitment

- 1. Call to ask about their interests and needs**
- 2. Send special brochures**
- 3. Invite to the pastor's dessert event**

F. Effective Follow-Up

A 4-Step Plan

Acknowledgement

t

Enhancement

Appointment

Commitment

1. Invite them to your newcomer's class

2. Ask permission to place them in your directory

3. Have other ministries do the same

II. Discipleship Issues

- In NT Greek the word for disciple is *mathetes*
- *mathetes* – a trained one; not just a student but one who follows the teaching

- **Matt 5:48 be perfect –*teleios* - one meaning = to carry out the purpose for which it was designed**
- **II Cor 3:18 – transformation**
- **The student has to be a part – a teacher cannot force this on someone. it is an ongoing path of developmental learning and experience.**

- **Discipleship is about being as well as doing**
– Dt 6:6-9 – all of life is learning
- **Learning happens first in the mind; formation first in the heart**
- **Matt 28:18-20 – disciples are made through a process**
- **Col 1:28 – perfection II Thess 1:3; II Pet 3:18 – grow; Eph 4:13-14 - grace we have been given**

- **II Tim 2:2**
- **Timothy was to take what he had shared with him and share it to others**
- **God = primary Paul = secondary Timothy and other faithful men = tertiary**
- **It is the message of divine revelation that must be passed on from person to person and from generation to generation.**

Basic Discipleship: Outcome Based

- Salvation, baptism, church membership
- Basic spiritual disciplines and purposes
- Discovery of gifts and service/SHAPE profile
- Ministry training/participation
- Continued growth and discipling others

- Does the church know if it is producing disciples and how to measure that?
- Intentional strategy?

Waggoner: *The Shape of Faith to Come*

- **Domain 1: Learning the Truth**
- **Domain 2: Obeying God & Denying Self**
- **Domain 3: Serving God & Others**
- **Domain 4: Sharing Christ**
- **Domain 5: Exercising Faith**
- **Domain 6: Seeking God (Worship)**
- **Domain 7: Building Relationships**

Developmental Sequence

- **I MODEL – I do it.**
- **I MENTOR – I do it and you watch me.**
- **I MONITOR – you do it and I watch you.**
- **I MOTIVATE – you do it.**
- **WE MULTIPLY – you do it and train someone else.**

Moving toward Practice

Outcome based leadership development –

Backward planning – Scope and Sequence

–What qualities do you want to instill?

–Begin there and build the curriculum.

–What skill sets - duties – actions?

Leadership Development Strategy; scope and sequence

- Outcome/Goals > Curriculum/Plan
- Goals? Skill sets of both knowledge and action
- Curriculum? Content to teach skill sets of knowledge and action
- Strategy? Organization, length, teachers of content

Assess Based on S.H.A.P.E.(or something similar – create a matrix)

Spiritual gifts - How has God gifted me?

Heart/passion - What do I like to do?

Abilities - What can I do?

Personality type - Who am I? How do I react?

– Introvert or extravert? Intuitive or sensing?

– Thinking or feeling? Judging or perceiving?

Assess Based on S.H.A.P.E.

Experiences

What have I experienced that may help me minister to others?

Create a profile file that can be used for placement later.

Similar Example: S.E.R.V.E. (Jesus on Leadership)

S piritual gifts, those gifts God gives through His Holy Spirit to empower you for service

E xperiences, those events God allows to mold you into a servant leader.

R elational style, those behavioral traits God uses to give you a leadership style.

V ocational skills, those abilities you have gained through training and experience which you can use in service to God

E nthusiasm, that passion God has put in your heart for a certain ministry to others.

Leadership Development Process Summary

- **Make leadership development a priority.**
- **Pray and ask God to show you which people in which to invest your life.**
 - **Ray Stedman says we should look for people to train who have these four qualities:**
 - **People with a searching mind.**
 - **People with a humble heart.**
 - **People with an evident spiritual gift.**
 - **People with a faithful spirit.**

Leadership Development Process Summary

- **Coaching is an integral part of training leaders. Here are some tips for successful coaching:**
 - Listen actively
 - Celebrate wins
 - Care personally
 - Strategize plans
 - Skill training
 - Develop character
 - Challenge specifically

See Steve Ogner and Tom Nebel, *Empowering Leaders Through Coaching*.

How to E.Q.U.I.P. Others

(Jesus on Leadership)

Encourage them to Serve

(John 14:1-4)

Qualify them for Service

(Luke 14:26-27)

Understand their Needs

(Matthew 17:14-21)

Instruct Them

(Luke 17:7-10)

Pray for Them

(John 17:6-19)

How to Serve in T.E.A.M. Ministry

(Jesus on Leadership)

Togetheriness

(Acts 13:1-3)

Empowerment

(Matthew 28:18-20)

Accountability

(Matthew 12:36; Hebrews 13:17)

Mentoring

**(Matthew 5:1-2; Mark 6:32-44; Luke 6:12;
John 13:3-5)**

II. Writing a Proposal

A. See sample

B. Always in writing!

C. Know who the client is

II. Writing a Proposal

D. Components:

- 1. Thank you and sincere compliment**
- 2. Repeat the request**
- 3. Define the request (more detailed)**
- 4. Leave room for other areas**
- 5. Work done by consultant**
- 6. Fees and expenses**

II. Writing a Proposal

D. Components:

- 7. Explain cap**
- 8. Explain cost-reduction alternatives**
- 9. Cross-sell**
- 10. Begin date**
- 11. Request for response**
- 12. Thank you**

II. Writing a Proposal

E. Proofread!

F. Sometimes bio attached

G. References sometimes needed

H. Proposals win and lose business

III. Acquiring Clients A-Z

A. Do something for nothing

B. Build a referral list

C. Develop a brand (See VIII)

D. Partner with professional colleagues:

1. Contractors (church building)

2. Stewardship consultants

3. Denominations

4. Others?

III. Acquiring Clients A-Z

- E. Establish a Web site that provides value**
- F. Write, write, write**
- G. Create instruments**
- H. Create training programs**
- I. Develop a memorable brand phrase**
- J. Join meaningful organizations**
- K. Network with other consultants**

III. Acquiring Clients A-Z

- L. Get training every year**
- M. Work with experienced consultants for free**
- N. Develop a specialty (but not *only* the specialty)**
- O. Know the importance of passion**
- P. Develop verbal & written skills**
- Q. Send letters**
- R. Demonstrate benefits**

III. Acquiring Clients A-Z

- S. Offer “outsider eyes”**
- T. Obtain endorsements**
- U. Do well on consultations**
- V. Volunteer to speak at events**
- W. Former clients are good future clients**
- X. Barter**
- Y. Place a strategic ad**
- Z. Exhibit at meetings & conventions**

IV. Building a Resource File

A. Sources:

1. Books

2. Magazines and journals

3. Internet research

4. Denominational newsletters

5. Publishers' catalogs

IV. Building a Resource File

A. Sources:

- 6. Church Web sites**
- 7. Christian bookstores**
- 8. Conferences**
- 9. Interviews**
- 10. Networking**

IV. Building a Resource File

B. Principles:

- 1. Write down everything!**
- 2. File it clearly**
- 3. Pick, choose and synthesize**

V. Writing the Report

- A. Let the CHS do much of the work**
- B. Communicate – don't impress**
- C. Provide suggestions and options**
- D. Proofread!**
- E. Keep a copy**
- F. Format**

VI. Assessing a Consultation

- A. Did the consultation meet expectations?**
- B. What would I have done differently?**
- C. Where was I prepared?**
- D. What resources were especially helpful?**
- E. What will help me in future consultations?**

VII. Church Consultation Fees

- A. Remember the first principle: It is a Christian ministry**
- B. Remember the second principle: Christians will take advantage of your ministry**
- C. Be ready to estimate fees during the first conversation**
- D. But never give a firm quote verbally**
- E. Church consulting is a slow-build income business**

VII. Church Consultation Fees

F. Types of fee consultations

I. The no-charge consultation:

a. Your salary pays for it

b. The church cannot afford it

c. You need the experience

VII. Church Consultation Fees

F. Types of fee consultations

2. Fee-based consultation:

- a. Per hour: \$20 to \$150**
- b. Per project (estimate hours & expenses)**
- c. Cost of business plus income**
- d. Retainer basis**

VII. Church Consultation Fees

G. Principles for value-based fees:

1. Focus on outcomes, not tasks
2. Do not focus on deliverables
3. Do not under-sell yourself
4. Do not spend extensive time in negotiation
5. Walk if necessary

VIII. Making the Presentation

5 Basic Presentation Objectives

- 1. Education**
- 2. Inspiration**
- 3. Persuasion**
- 4. Motivation**
- 5. Stimulation**

12 Presentation Tips

1. **Know your material**
2. **Don't memorize**
3. **Rehearse**
4. **Pace yourself**
5. **Know the room**
6. **Know the equipment**

12 Presentation Tips

- 7. Copy to your hard drive**
- 8. Use a remote**
- 9. Don't use a laser pointer**
- 10. Don't speak to your slides**
- 11. Be able to navigate the slides**
- 12. Have a Plan B for everything**

Preparing for Level 5

PURPOSE: To give students the opportunity to conduct a comprehensive, real-life consultation while being coached by an experienced consultant.

RESULT: Certification credentials and membership in the Society

Next Steps

- **Complete Training Eval. Form Today**
- **Church Health Survey™**
- **Join the Society for Church Consulting**
- **Level 5 Training – Comprehensive Consultation**
- **Certification**