



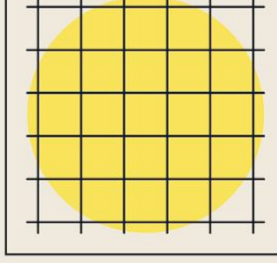
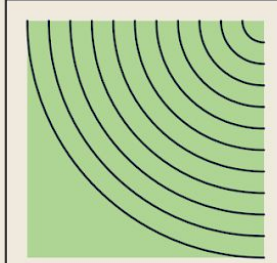
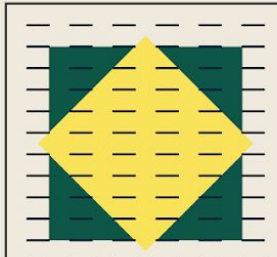
RURAL
IMPACT
LEADERSHIP
CONFERENCE





RURAL
IMPACT
LEADERSHIP
CONFERENCE

RECALIBRATING CHURCH METRICS REGARDING GROWTH AND HEALTH

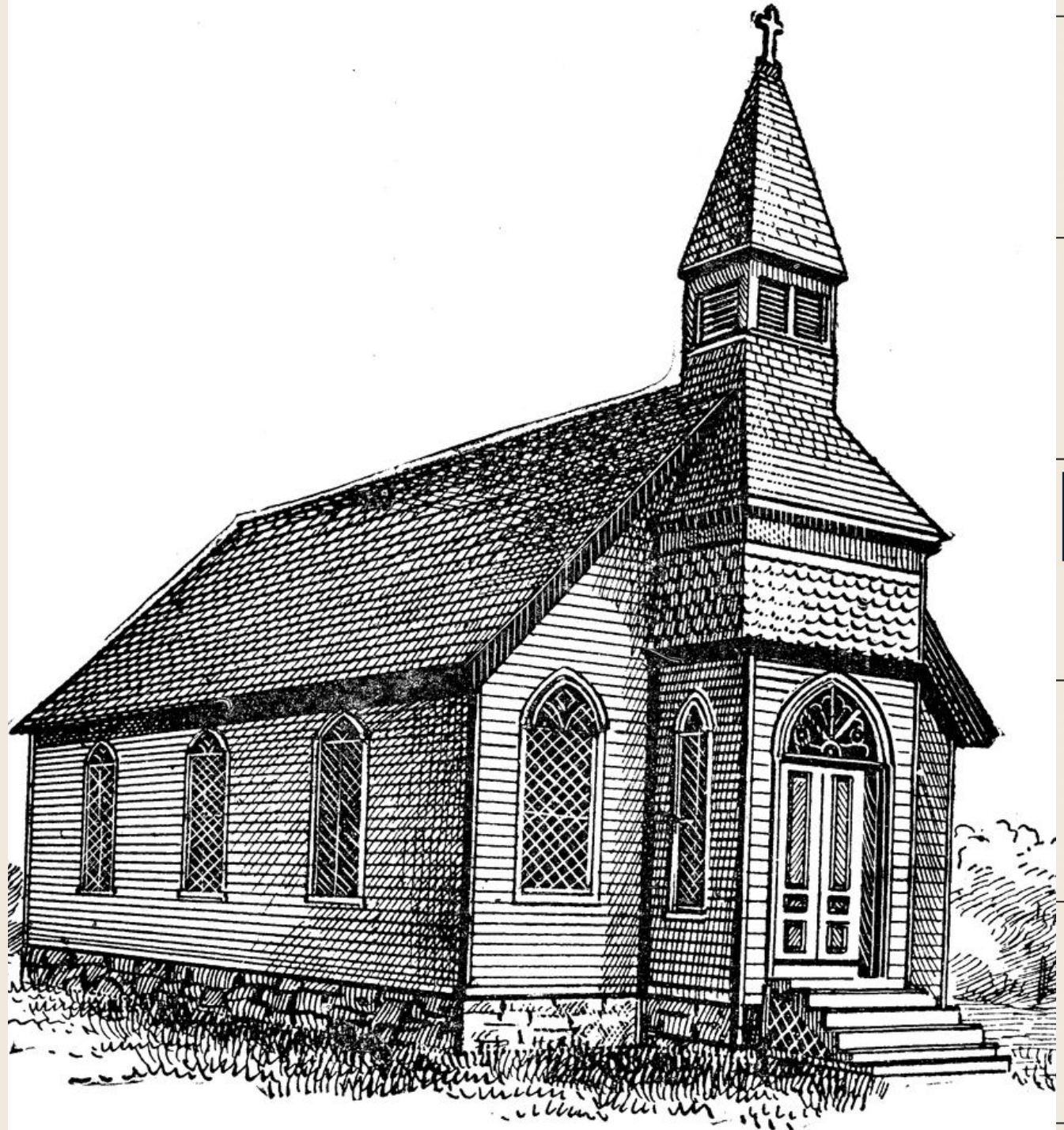




RURAL
IMPACT
LEADERSHIP
CONFERENCE

METRICS

- Attendance
- Giving
- Salvations
- Volunteers





METRICS

We value what we count

“In a world where data is king, it’s more important than ever to remember that what we measure becomes the thing we’re compelled to act on” (Bernadette Jiwa)



WHY ATTENDANCE DOESN'T MATTER THAT MUCH IN SMALL CHURCHES

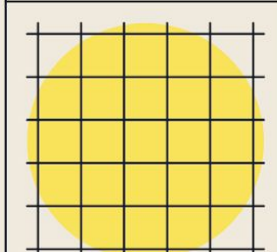
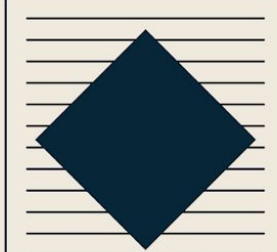
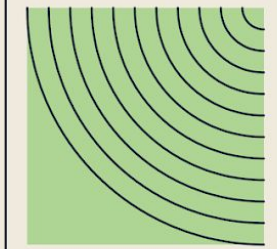
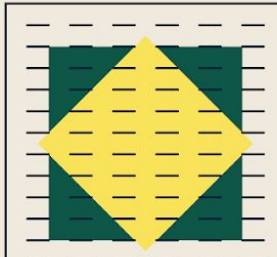
(KARL VATERS)

Week 1: 50 people in attendance. Normal Sunday.

Week 2: 25 people in attendance. It's flu season. Or hunting season. Or the first good weather of the year.

Week 3: 75 people in attendance. There's a baby dedication/baptism, so extended family members show up.

Week 4: 50 people in attendance. Just another Sunday.

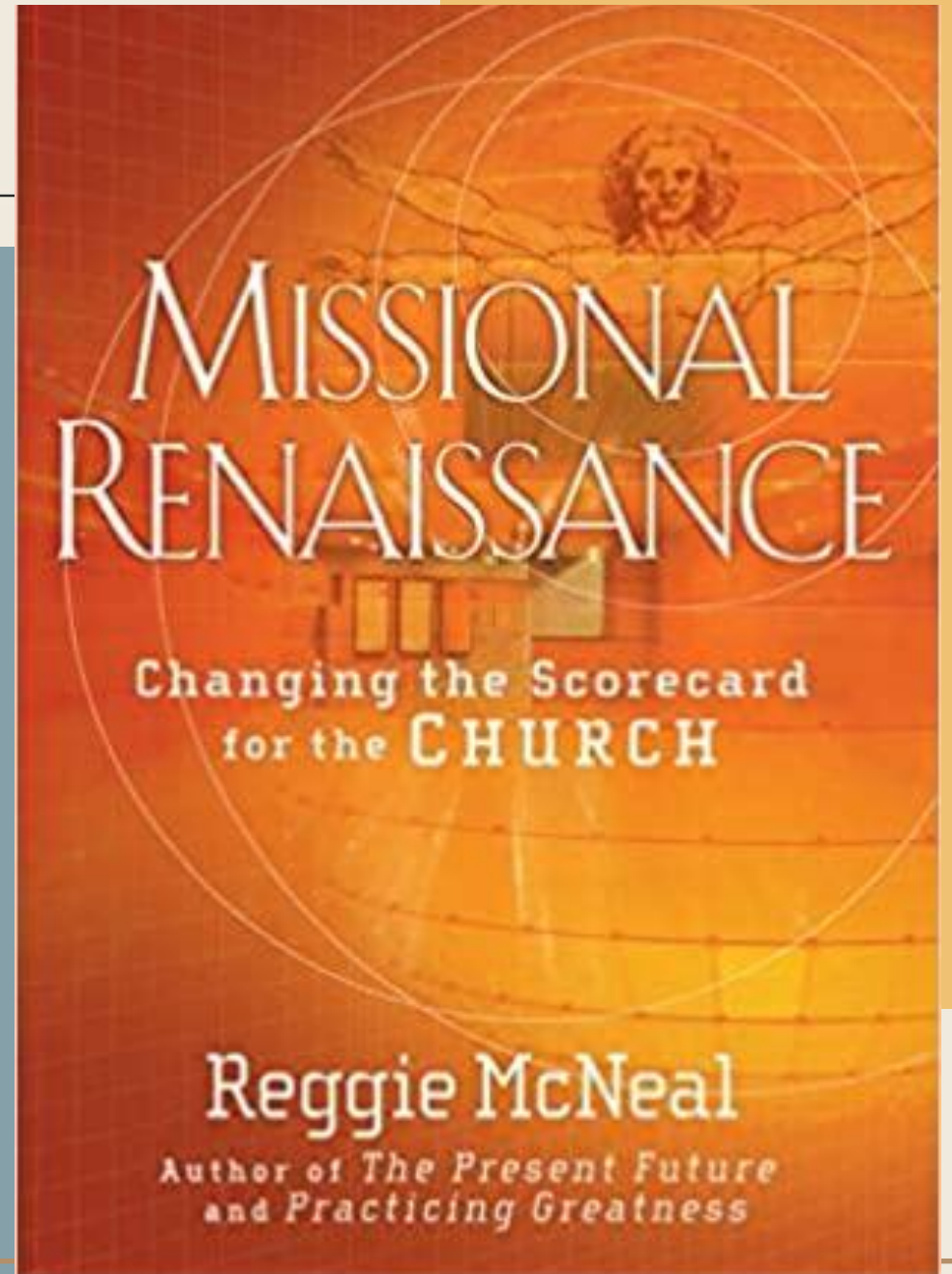




RURAL
IMPACT
LEADERSHIP
CONFERENCE

REGGIE McNEAL

“The typical church scorecard (how many, how often, how much) doesn’t mesh with a missional view of what the church should be monitoring in light of its mission in the world.”



A Theological Foundation of Missional Living

Multiplication Command	Love Command	Creation Command
Created in the Image of God	Created for Community	Created to Work
Love God		
God as Creator		



Over-Emphasize Love

- We downplay the concept of sin
- We compromise biblical principles in order to keep people happy
- We ignore the importance of the gospel
- We develop a wideness doctrine of grace or become universalists regarding the gospel





Over-Emphasize Creation

- We make environmentalism our primary focus
- We berate people who harm the environment in any way
- We magnify the importance of animals, plants, and environment over people
- We worship and serve “the creature rather than the Creator”





Over-Emphasize Multiplication

- We forget to love people
- We emphasize eternity to the neglect of the present
- We use and abuse our world
- We develop manipulative means of evangelism
- We fail to grow people in the Faith





Balance



- We understand work as worship
- We value creation as well as people
- We see the glory of God in creation and care for it
- We have compassion of the hurting, the refugee, the homeless, the widow, and the orphan, the addict . . .
- We recognize that temporary help is only temporary
 - The gospel is eternal



A Theological Foundation of Missional Living

Multiplication Command	Love Command	Creation Command
Created in the Image of God	Created for Community	Created to Work
Love God		
God as Creator		



EFCA – Ten Leading Indicators

- Centrality of God's Word
- Passionate Spirituality
- Fruitful Evangelism
- Spirit-filled Worship
- Great Commission Driven
- Leadership Multiplication
- Church Planting
- Stewardship of Resources
- Intentional Disciple making
- Loving Relationships



NCD – Eight Quality Characteristics

- Empowering Leadership
- Gift-based Ministry
- Passionate Spirituality
- Effective Structures
- Inspiring Worship Service
- Holistic Small Groups
- Need-oriented Evangelism
- Loving Relationships



RURAL
IMPACT
LEADERSHIP
CONFERENCE

LOVING RELATIONSHIPS

How do you count
loving relationships
in your church?

What are the
indicators of loving
relationships?





RURAL
IMPACT
LEADERSHIP
CONFERENCE

EMPOWERING LEADERSHIP

What does
empowering
leadership look like?

How do you measure
that?

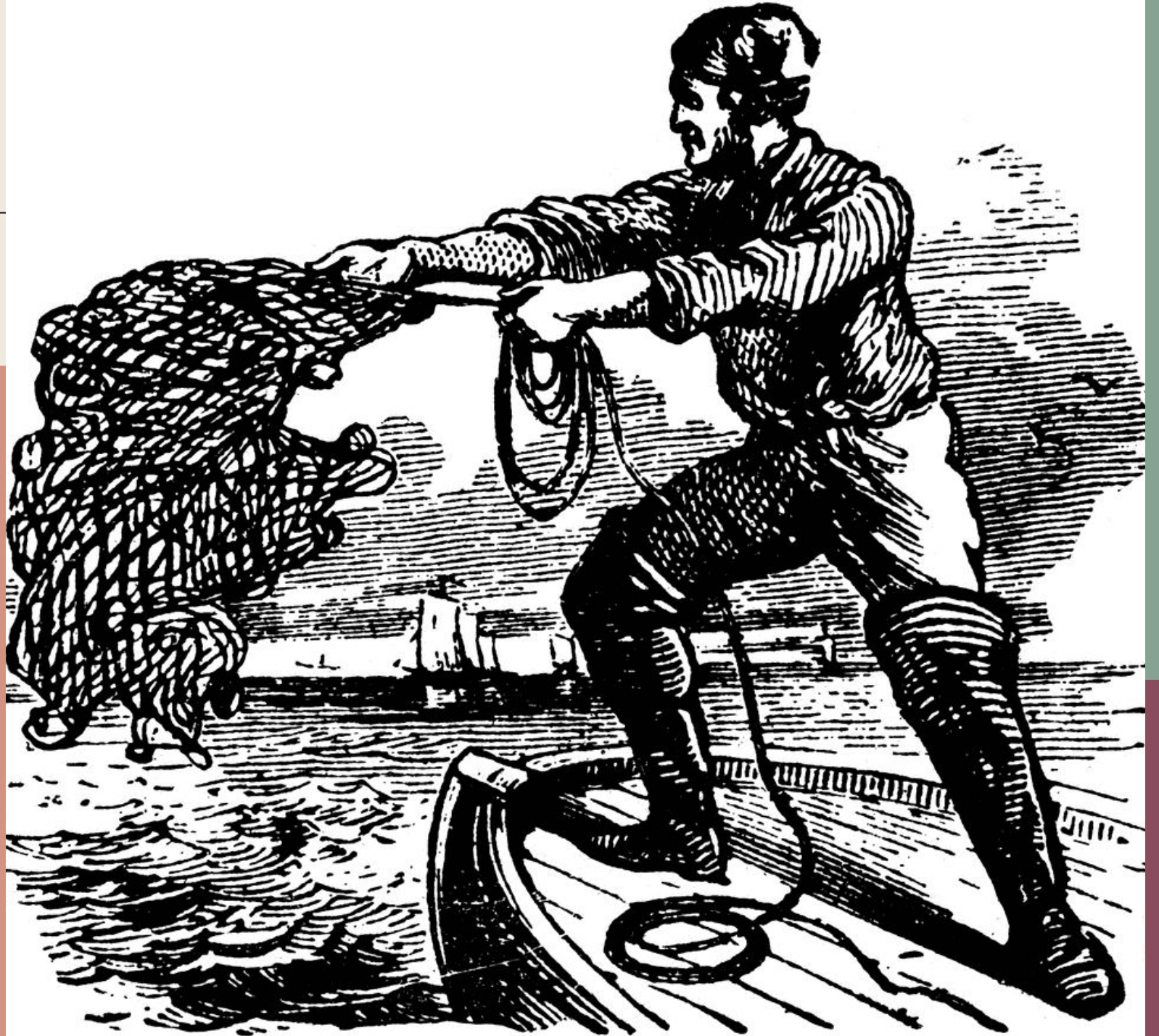




RURAL
IMPACT
LEADERSHIP
CONFERENCE

EVANGELISM

What does fruitful evangelism and need based evangelism look like and how do you measure it?





TERRY BAXTER

“Effective evangelism is helping a person take one step closer to Christ.”

ETERNITY



+3
+2
+1
- -
-1
-2
-3
-4
-5
-6
-7
-8

THE ENGEL SCALE

Spiritual Decision Process Model

Conceptual and behavioral growth begins.

Incorporation into Body.

Post-decision evaluation.

A "NEW CREATION"

Repentance and faith in Christ.

DECISION TO ACT

Personal problem recognition.

Positive attitude toward Gospel.

Grasp of implications of Gospel.

Awareness of fundamentals of Gospel.

Initial awareness of Gospel.

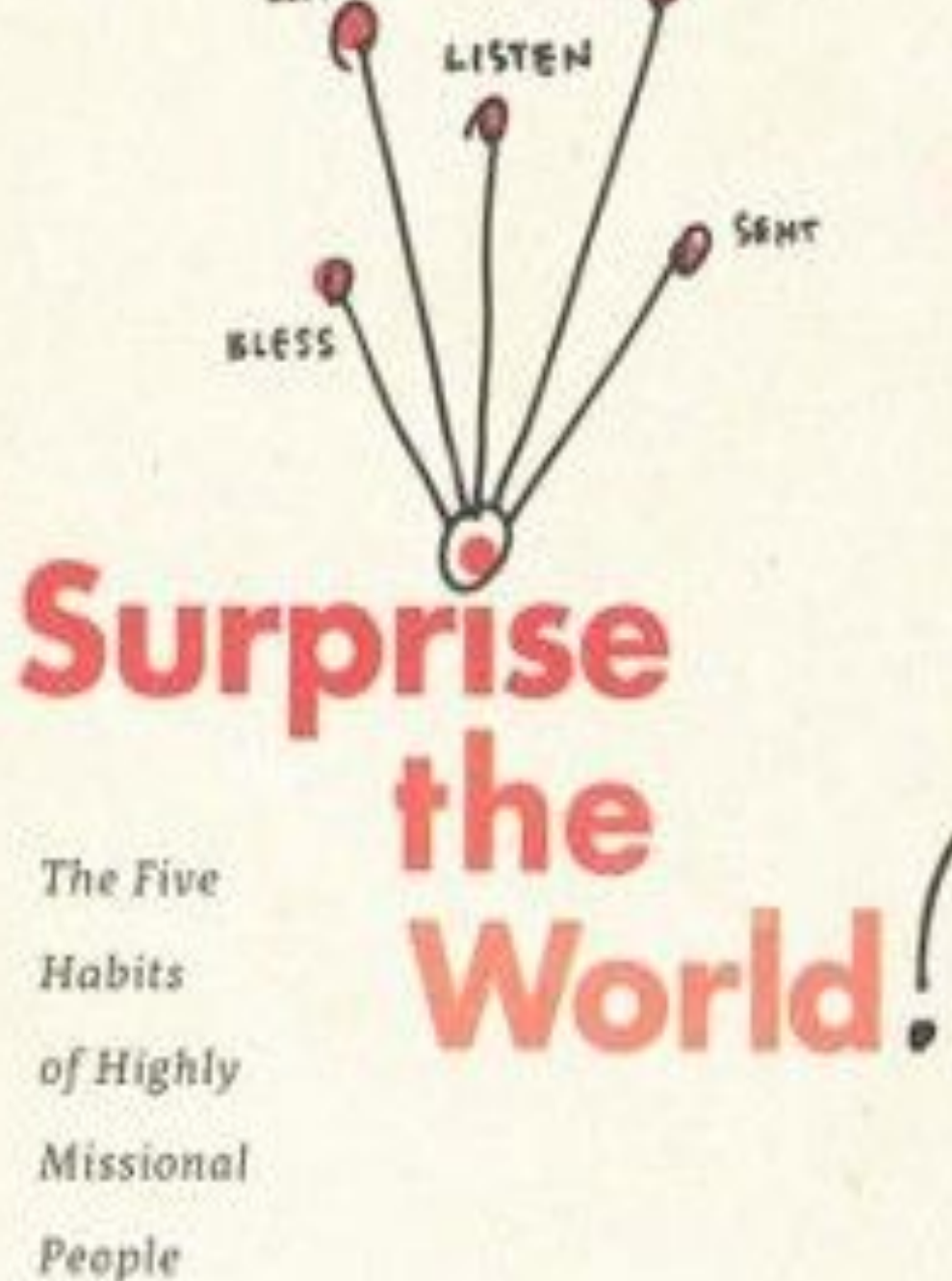
Awareness of Supreme Being but no effective knowledge of Gospel.



RURAL
IMPACT
LEADERSHIP
CONFERENCE

MICHAEL FROST

“When it comes to the spoken aspect of their ministries, evangelists are to proclaim, and believers are to give answers.”

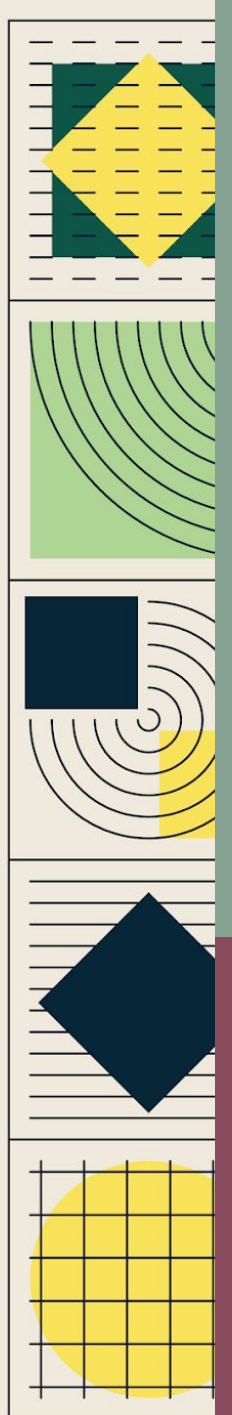
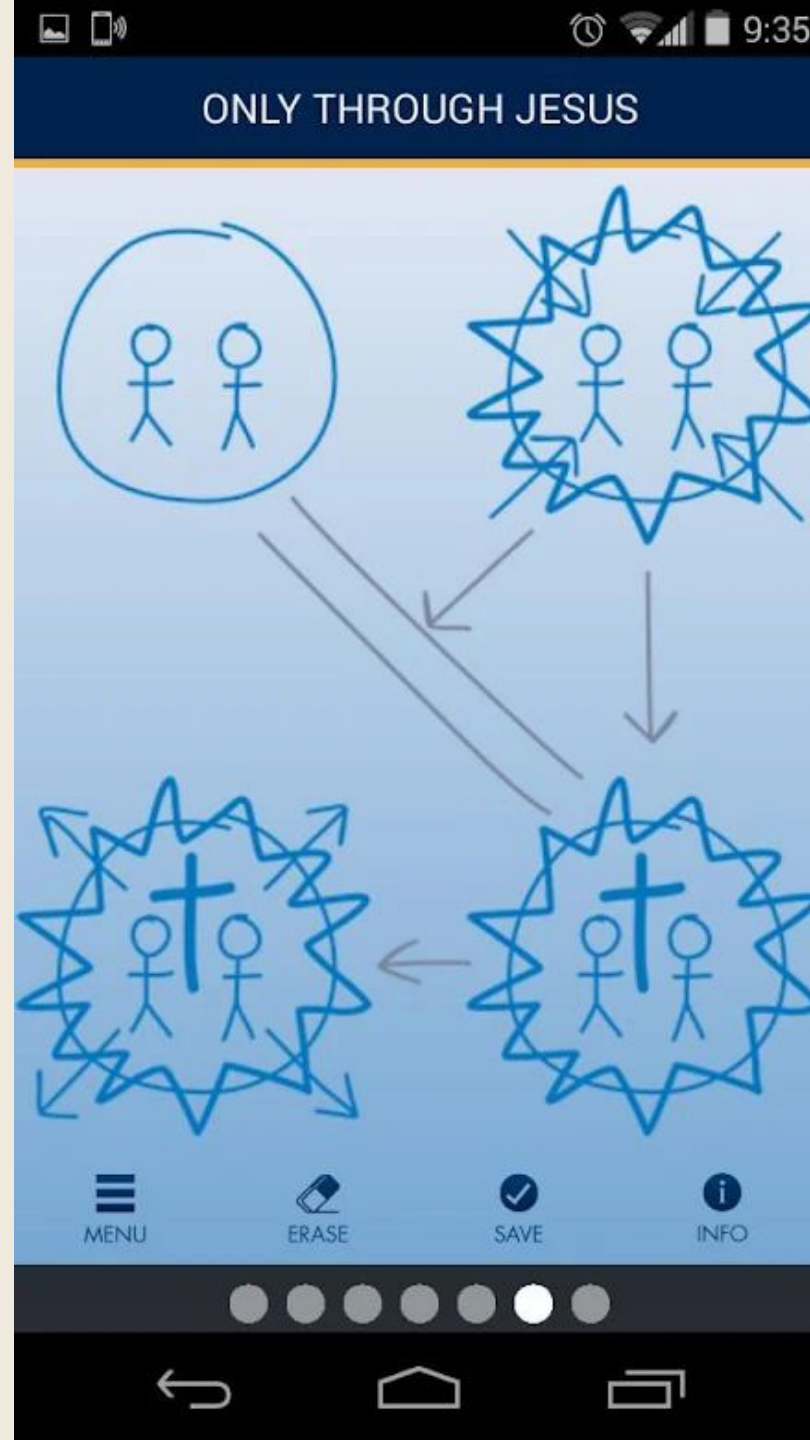




RURAL
IMPACT
LEADERSHIP
CONFERENCE

JAMES CHOUNG

“The Big Story diagram (is) a visual way to present a more holistic picture of our faith’s central message, and hopefully may inform the way we Christians think about the Gospel.”

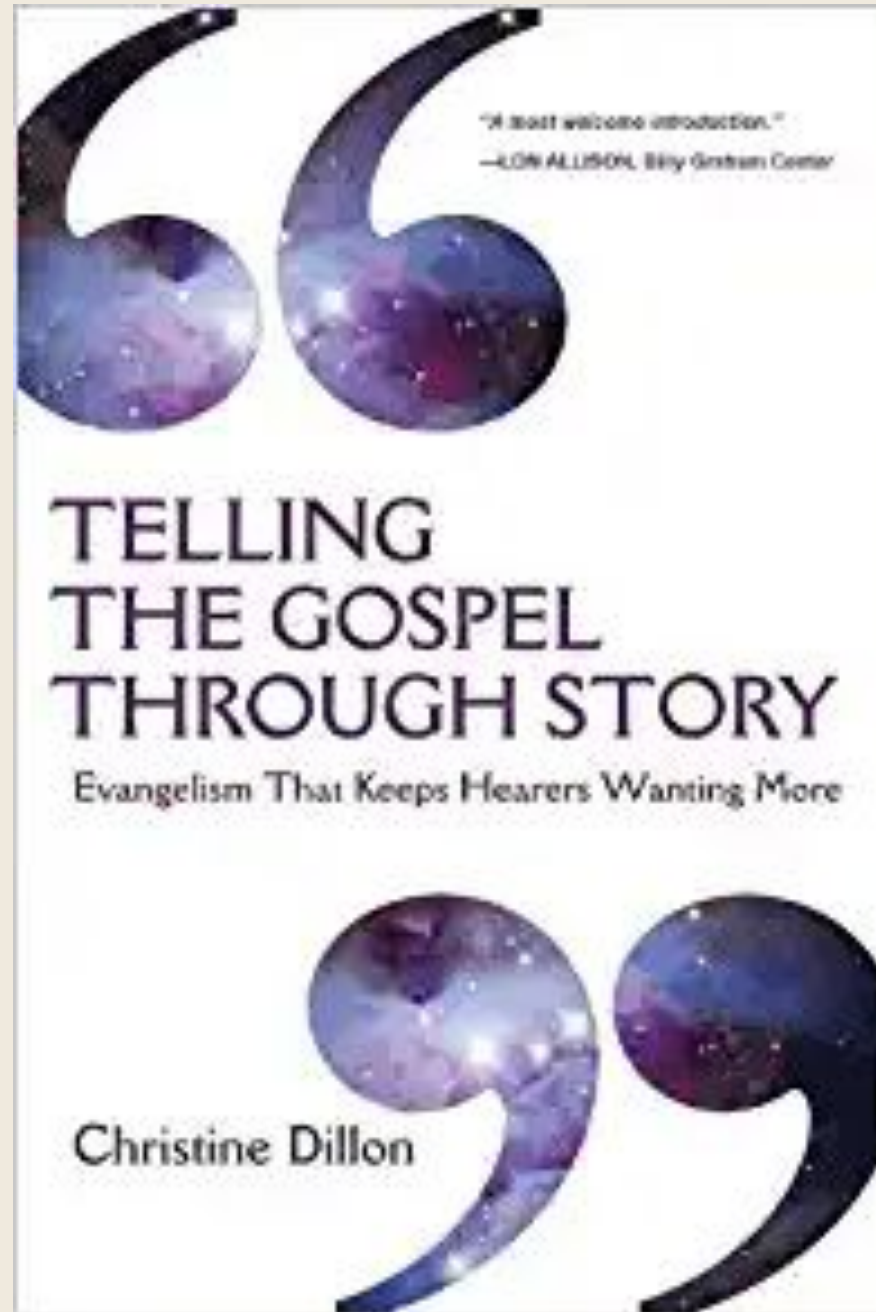




RURAL
IMPACT
LEADERSHIP
CONFERENCE

CHRISTINE DILLON

“There is a story
that answers that
question. Do you
mind if I tell you
the story?”





RURAL
IMPACT
LEADERSHIP
CONFERENCE

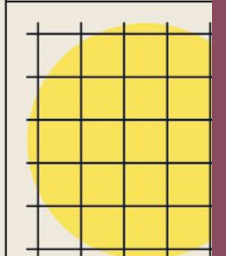
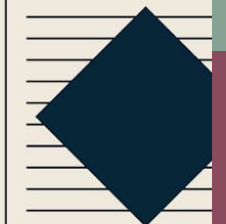
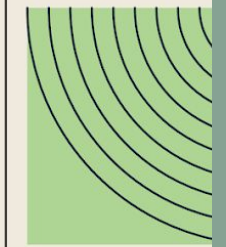
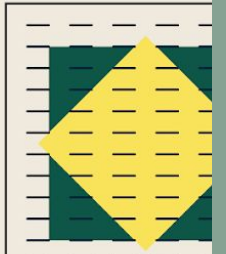
EVANGELISM METRIC



Do we measure how well our people are equipped to live “questionable” lives and respond with the gospel?

Do we measure movement, or do we measure decisions?

Which is a better metric of church health?





RURAL
IMPACT
LEADERSHIP
CONFERENCE

INSPIRING WORSHIP

What is inspiring
worship and how
do you measure
that?



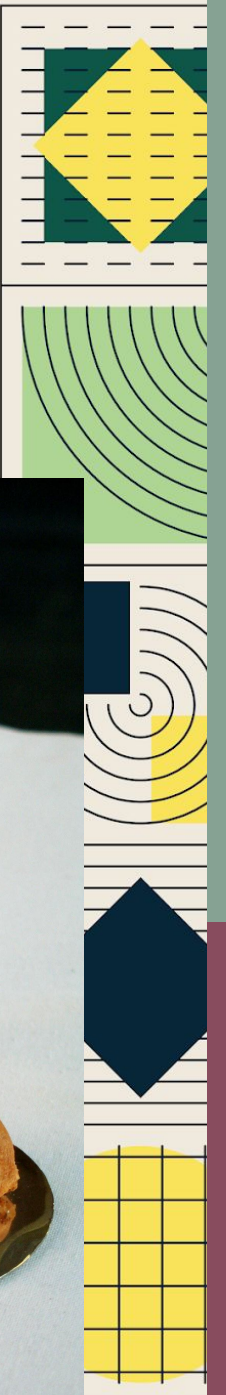


RURAL
IMPACT
LEADERSHIP
CONFERENCE

REAL VALUES

How have our metrics undermined our values?

How do we communicate our real values to our congregation?



A Theological Foundation of Missional Living

Multiplication Command	Love Command	Creation Command
Created in the Image of God	Created for Community	Created to Work
Love God		
God as Creator		



RURAL
IMPACT
LEADERSHIP
CONFERENCE

HAVE A CONVERSATION

Listen up!

Have a conversation with your church leaders.

What top 3 values do you want to focus on developing over the next 12 months?

What can you count to facilitate that change?

