

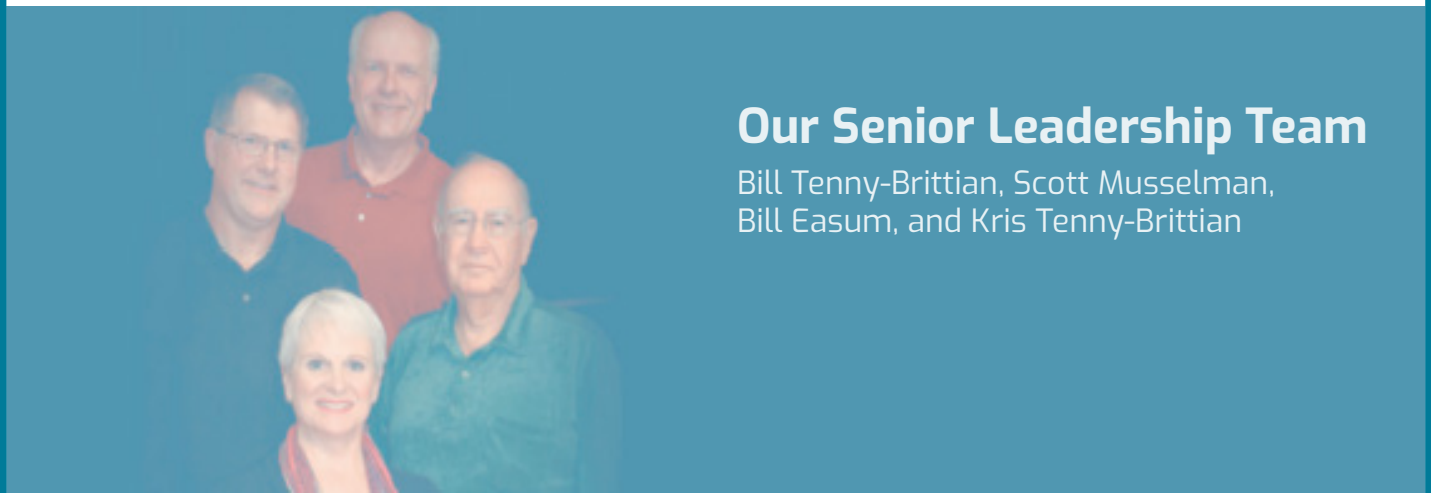
Until every person is a follower of Jesus, we'll be here equipping churches
so they can be successful in fulfilling their mission.

STRATEGY AND CONSULTATION GUIDE



GREETINGS

Thank you for the opportunity to provide you with the following information regarding The Effective Church Group's Consultation Options. We appreciate your interest and hope the following proposal will be helpful.



Our Senior Leadership Team

Bill Tenny-Brittian, Scott Musselman,
Bill Easum, and Kris Tenny-Brittian

The Effective Church Group has been in the consulting ministry since 1984. During that time we have worked in over 1,200 churches in more than forty denominations, plus many independent churches. We've trained over 100,000 leaders – more than any other independent church consulting firm in North America.

We are known nationally and internationally as one of the world's most trusted and proven church consultants and trainers. You can find less expensive consultants, but you'll find none with our experience or track record.

The driving belief behind what we do is to enable church leaders to help their congregations become fully faithful, effective, and sustainable churches.

We don't approach a consultation with a fixed set of options and plans; instead, we're committed to listening, observing, and prayerfully discerning with the church leaders and the congregation what their next steps need to be to achieve the mission and vision God has instilled within the church. We take this seriously enough that this is the only thing we do. We lead consultations and train leaders for effective mission and ministry. We help grow churches.



Hospitality Tip

If it's raining, the greeters should be in the parking lot with umbrellas.

Complete Ministry Audit

The Complete Ministry Audit has been our gold standard consultation package and is the process we're most famous for. Developed by Bill Easum in the 1980s, and continuously updated since then, The Effective Church Group has field tested the CMA and has successfully used it in over 1,000 church consultations.

The Complete Ministry Audit is a comprehensive, objective process built upon nineteen "growth principles." The church does the surveys, collects the data, compiles the information, and forwards the Audit to us. We then analyze the data prior to our arrival to your site.

After analyzing the written reports, we arrive on-site and begin a series of interviews and observations. We meet with your lead pastor and interview your staff and key leaders. We also tour the facilities and analyze your community de-

mographics. (A professional demographic report is optional, but we strongly recommend their usage. We use demographics' reports from MissionInsite.)





Each day we continue interviewing key leaders and lay leaders both formally and informally. Our goal is to get to know you, your congregation, and the community so we tailor and target our recommendations. And of course we attend your weekend worship services and preview your weekend Christian education programming as well.

We offer our initial recommendation report in person on Sunday and deliver a comprehensive written recommendation report within thirty days.

Because leading a church transformation is a difficult task to lead, we provide a twelve-month one-on-one coaching package with our consultations to help ensure a successful transition. Our coaching package includes a monthly one-hour phone or video call and unlimited email access for the pastor. See the Leadership Coaching description in this guide for more information.



CMA Package Overview

-  3-4 Days On-Site
-  Church Consulting, one year one-on-one coaching
-  \$20-30K + travel expenses
-  Complete Ministry Audit Additional Resources Demographics report (as needed) additional cost



Stewardship Tip

Because fewer adults carry checks or cash, churches must provide alternative means to giving.

4 ways to give



In Person
(Cash/Check)



Online



Texting



Automated

Complete Worship Audit

The Complete Worship Audit is a worship only version of our more comprehensive Complete Ministry Audit. The focus of this on site consultation process is to evaluate the church's public face: its hospitality; its worship service focus; its worship service style/s based on the demographic target that the church is trying to reach; and its general effectiveness overall.

The Complete Worship Audit is similar in style to the Complete Ministry Audit, but with a more limited focus.

In some congregations, it just isn't feasible to do a full-blown consultation. If a congregation is experiencing heightened conflict or if it has limited human or financial resources, then we might recommend a more limited audit.

The Complete Worship Audit looks exclusively at the public face of the congregation. Your on site consultant will interview the pastor in advance of their visit, but there are no other formal interviews. In addition, your pastor and a small team of administrators will gather congregational demographics and provide some





additional materials prior to the visit, as well as provide local ministry area demographics (or we can provide these for an additional charge).

Your consultant will arrive incognito and attend your worship service or services as a mystery guest in order to experience worship as a first time visitor. From the provided data and the on site visit, your consultant will prepare and provide a summary and a recommendation report that the congregational leadership can implement to increase the effective reach and retention of visitors and guests.

The cost includes a one year coaching contract with the pastor.



Complete Worship Audit Overview

-  1 Day On-Site
-  Church Consulting, One year one-on-one coaching
-  \$10,000 + travel expenses
-  Complete Worship Audit; Demographics; Additional Resources



Leadership Tip

To maximize effectiveness, instead of filling positions with willing bodies, insist leaders only serve in positions that they have passion for – and relieve them of duty from all others.

Leadership Training

Seminars, Workshops, Keynotes

Our culture changes so fast, it can feel overwhelming just trying to keep up. The Effective Church Group offers on and off site training seminars and workshops, as well as on site keynote speaking and offers retreat and conference leadership.

To be fair, what the church did yesterday for church growth, disciple making, leadership development, and evangelism may have worked out well enough. But yesterday's practices no longer yield the results today's churches demand.

Today's effective training takes more than a PowerPoint presentation with bullet point lists. Learning today demands multi-sensory options, full participation and interactions, and presenters who can capture the imaginations of each audience member.

The Effective Church Group has been addressing intergenerational audiences for over 30 years and have continually adjusted our communication's tools based on the audience. But we don't just entertain or educate ... we facilitate real transformation.

We can provide training for your staff, your board, your congregation, your conference in a variety of settings. Whether you need an on-site high-energy keynote or a reflective

workshop at a retreat center. We can even "show up" at your site via an on off-site live streaming event for your board or congregation. Regardless of your needs, the Effective Church Group can work with your planning team to make it happen.





Over the years, we've provided training in almost every aspect of church life. However, the following are some of our most requested topics:

- Church Turnaround
- Staffing for Growth
- Effective Evangelism
- The Four Things that Grow Churches
- Small Groups that Multiple
- Effective Disciple-Making
- Turning Visitors Into Members

Of course, we can customize a presentation to match whatever your church or denomination's needs may be.



Leadership Training

-  On and Off Site Training
-  Workshops, Retreats, Conferences, and Keynote Speaking
-  From \$1,000 Off Site
From \$2500 On Site + travel expenses
-  Training resources including workbooks and strategy guides



Communications Tip

When speaking, preaching, or training with intergenerational audiences, be sure to use multiple learning styles. Few people learn well today via the traditional lecture (oral) style. Be sure to address the needs of those who learn through visuals, videos, and peer interactions.

Growing Church Network Coaching

Some leaders prefer to learn and implement at their own pace. The Next Level Coaching package was created to guide church leaders from wherever they are to and through the next growth barrier ... but at a pace set by the leader.

All of our strategic consultation packages include coaching, either as a part of the package or as an option. However, if you're a church leader who does things at your own pace, whether that pace is breakneck speed or one-step-at-a-time, the Growing Church Network Coaching package may be right for you.





Membership in the Growing Church Network is a one-year off-site training and coaching package that includes access to

priority online training materials, weekly live group coaching, and 24/7 email coaching.

The online training materials include over a thirty proprietary videos and a wealth of other priority materials available nowhere else. Leaders who do well with online learning and self-paced implementation have reported excellent results in the Growing Church Network.



Growing Church Network Overview

-  1 Year
-  Off-Site Leadership Coaching;
Self-Paced Implementation
-  \$3,600
-  Weekly Coaching;
Accountability;
Priority Materials;
Additional Resources



Guest Retention Tip

Every church thinks it's the most friendly church in town. But visitors aren't looking for a friendly church as much as they are looking for a friend. Growing churches emphasize friend-making.

Leadership Coaching

It's been said by the most successful business leaders and the most successful church leaders:

"Every Leader Needs a Coach."

We get that. You should too.

Coaching isn't about telling you what you're doing wrong (or what you're doing right, for that matter). It's about walking beside you, listening carefully, and helping you make the very best decisions for you and the church.

We start with a complete coaching inventory that helps us get to know you, your congregation, your context, and the issues and decisions you're facing. Then, in the vernacular, "It's your nickel!"

You talk.
We listen.

We ask questions.
You respond.

We make recommendations.

You decide.
You set goals.

We help you reach them.

That's what we think coaching is all

about: partnering with you so you can bounce ideas off of us; tapping into our experience, research, and resources; listening carefully; providing support; and being there when you need us most.

Each month you'll have a one-on-one video or phone conference with your personal coach. If you need a bit more support, you have access to your coach 24/7 through our coaching email system. Plus you can access our Advanced Leadership Forum Private Group on Facebook to tap into the collected wisdom of leaders from around the world.

Leadership Coaching options include ala carte month to month pay-as-you-go or a fund-saving annual contract. Deeper discounts apply when purchased with a consulting package.



Effective Church Coaching

-  Monthly or Annually
-  Leadership Coaching
-  \$3600/year
-  Coaching; Additional Resources

WHAT'S NEXT?

No one appreciates high pressure ... and you don't need a cookie-cutter solution. We don't do pressure and we don't do cookies. So the next step is up to you.

Most clients give us a call ([573-463-5923](tel:573-463-5923)) to share what's going on in their congregations and get their questions answered. After a friendly informal chat, we're able to make a viable recommendation about which of our strategic consultations seems to best suit the circumstances. Other clients prefer to put their thoughts down in writing and get our feedback via a series of emails (info@EffectiveChurch.com).

Whichever way you're comfortable, the next step is to connect and see if together we're a good match for the sake of the church and the kingdom. If the chemistry's there and the package is right, then we'll look at possible dates and take care of the necessary paperwork, contracts, and get things moving forward.

Have questions? Need more details? Looking for additional resources to support the work and ministry you're engaged in?

Give us a call or shoot us an email. We're here for you and your congregation.

We look forward to furthering the conversation soon.

The Effective Church Group

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