

The Giant Inflatable Blue Monkey

Presented by Tony Morgan

What does a fully-devoted follower of Christ look like at my church?

1. Are the next steps clearly defined?

“Unfortunately, churches often make things harder by obscuring the goal—to become more like Christ—with a complicated assortment of activities... When the church incessantly promotes all the things people should do, it’s very easy for them to lose sight of the real goal—which is who they should become.” -*Move: What 1,000 Churches Reveal about Spiritual Growth* by Greg L. Hawkins, Cally Parkinson

Are you focused?

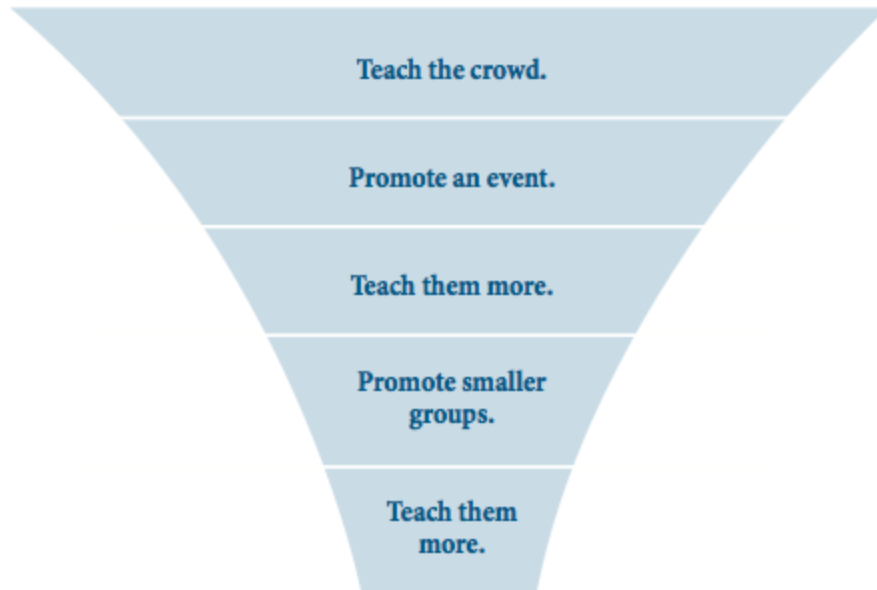
- What event/program requires a major platform announcement to succeed?
- What would you not participate in if you weren't the pastor?
- Does this program reach people outside the church, or does it just satisfy people inside the church?
- Where is the fruit? What would happen if you invested more time, energy, resources, volunteers, leadership, prayer there?

Don't confuse ministry activity with spiritual growth.

YOUR NOTES:

2. Are the next steps clearly communicated?

“The Funnel of Doom”



Your message has the potential to shift thinking. Your systems have the potential to shift behaviors.

It's possible we may need to balance our emphasis on teaching and events to raise the focus on discipleship and spiritual disciplines.

What you have learned and received and heard and seen in me—practice these things, and the God of peace will be with you. (Philippians 4:9, ESV)

YOUR NOTES:

5 Strategies to Reduce the Noise

1. Clarify the mission, vision and values
2. Develop a focused discipleship strategy
3. Bring consistency to your communications
4. Prioritize messages
5. Eliminate competing messages

The Wrap Up

The goal isn't preaching a great message. The goal is spiritual transformation.

The goal isn't clear communications. The goal is life change.

1. Have you clarified next steps?
2. Are the next steps clearly communicated?

YOUR NOTES:

For coaching and consultation, visit TheUnstuckGroup.com

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