

LEADER CONVERSATION GUIDE

# Simple Shifts: Structure - Episode 241

## *Simple Shifts (Part 3)*

In [part one](#) of this series, we spent time talking about what *doesn't* need to change. Then in [part two](#), we acknowledged that while God is constant, he is also a God of new things—so we explored some potential shifts related to our mission, mission field, and vision that we may need to consider in this season.

This week, we'll move from our foundations to our **structure**, asking: How do we structure our staff and ministry teams to be effective for the new normal?

## *Simple Shifts to Our Staffing & Structure*

**Shift #1: Bring clarity to what each high-level leader on your team is responsible for.**

“If everybody owns it—no one does.” Who is the leader that lies awake at night thinking about it and praying about it? If it's the lead pastor, then you don't have this discipline built into your organization. The lead pastor has four things that should keep them up at night: the vision, teaching, the church's culture, and the overall health of the church. Organizational goals, on the other hand, should be championed by other leaders.

Once you've determined what success looks like for your organization (set your goals and targets), assign responsibility and accountability for each of those high-level metrics to specific leaders on your team.

**Shift #2: Organize all of your discipleship steps under one leader.**

In order to find more synergy and effectiveness, you need to name a single leader who is responsible for all discipleship next steps. By bringing all these steps under one leader, we eliminate the competitive nature of who gets announcements, who's in the program, what the website needs to highlight, etc. We don't want to compete for people's next steps. We want to compel them to take one—and then another.

For larger churches, you can organize the leaders of each discipleship step under this single leader. For smaller churches, you'll be forced to build out volunteer roles that have a higher-level leader to champion each of the steps. Either way, this structure will bring alignment to our discipleship strategies.

**Side Note:** Pre-pandemic, the average church had 1 Full-Time Equivalent (FTE) for every 51 people that attended their church (the healthiest churches we've worked with have 100:1). However, with more people valuing their time over their money, that ratio has been eroding for years—in other words, people are more apt to give their money than their time. This led many churches to hire more people to do the ministry, instead of building out the high-level volunteers needed to help lead the church.

Two years later, with re-engagement leveling off, most churches are overstaffed—and all, or most, of their staff are in roles built around in-person attendance. Now it's not unusual for us to see churches staffed at 1 FTE for every 25-30 attenders.

### **Shift #3: Shift some of your staffing allotment to digital ministry strategies.**

This may require that you prune in other ministry areas to dedicate resources to hiring a qualified leader to help you “learn how to fish” in the digital spaces, and also providing that leader with the resources to start trying to fish there. These aren't roles that just anyone can fill—you need people familiar with digital content marketing, websites, social media, etc. We can guide what we want our digital strategy to accomplish, but we need Jesus-loving professionals to build it for us.

The shift of moving some of our in-person staffing resources to digital is the only way to ensure we have a chance at reaching the 1000s of people that currently do not know Jesus by having an effective digital strategy. (And no, putting services online is *not* a digital reach strategy).

## *Staffing & Structure Review*

When it comes to the people you work alongside daily, no one is unbiased. That's why we believe an outside perspective is extremely beneficial in the restructuring process—an ally that can assist you in processing the best possible structure, assessing the leadership capacity of your team today, identifying gaps, and prioritizing which roles need new hires. To learn more, discover our [Staffing and Structure process](#).

Listen to the full episode on Apple Podcasts, Spotify, or at [theunstuckgroup.com/episode241](https://theunstuckgroup.com/episode241).