

LEADER CONVERSATION GUIDE

Finding Alignment Around Your Multisite Strategy - Episode 288

4 Steps for Clarifying Your Multisite Strategy (Part 2)

The healthiest multisite churches design a strategy based on their location's similarities—not their differences. And by creating more unity, they experience more health and growth in their church. So, for churches who are considering multisite, how do they begin to find alignment around their strategies *before* launching new locations? And how do they maintain that alignment after the fact?

In this episode, Tony and Amy continue our series on multisite strategy with a conversation on the importance of strategic alignment for multisite churches.

The Importance of Alignment

You need to be clear about your purpose and *how* you engage your mission *before* you go multisite:

- **Purpose:** What is your mission? What's the primary problem that you are trying to solve as a ministry? (Once defined, this rarely changes.)
- **How We Engage:** What are our ministry strategies and methods? What's the most effective way to solve that problem... today? (This will change over time.)

Multi-stuck churches tend to lead with their **differences**:

- How is the community where our campus is located different from the other locations? How are the people we're trying to reach different?
- Why does the worship/music need to be different? Why does the teaching need to be different?
- Who needs to represent our location on the church board to be the voice for what's different at our campus?
- And so on...

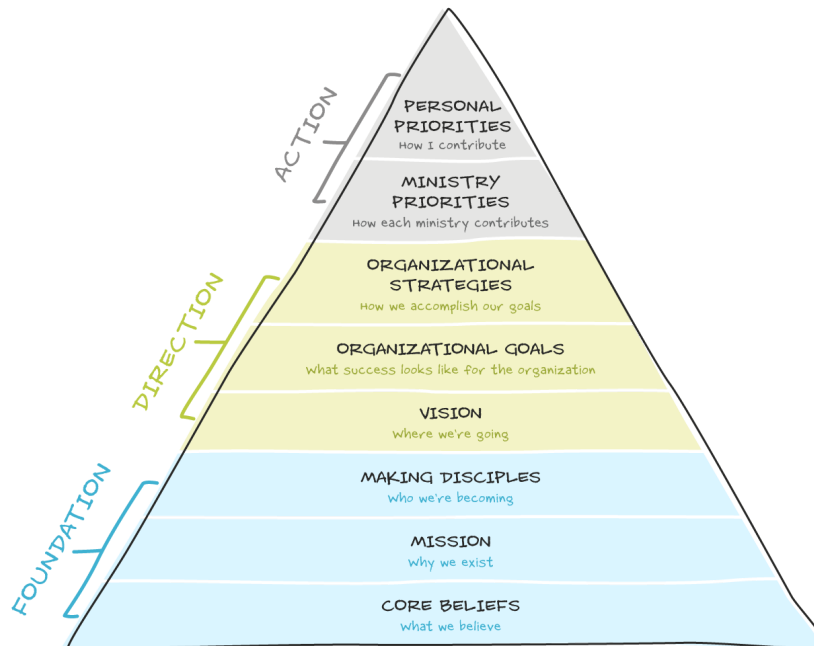
In healthy multisite churches, there is no division—they are of one mind and are united in thought and purpose (1 Corinthians 1:10). Healthy multisite churches lead with **how they are the same**:

- How is the community where our campus is located the same as other locations? How are the people we're trying to reach have in common?
- How do we create a similar worship experience in every location? How do we make sure everyone is hearing the same message?
- Why do we need someone to represent our location on the board when everyone on the board wants what's best for the entire church?
- And so on...

Finding Alignment Around Your Multisite Strategies

Multisite health begins with alignment:

- **Foundation:** Our core beliefs, our mission, why we exist, and how we help people become like Jesus (discipleship).
- **Direction:** Our vision for the future, the goals of our ministry, and the strategies that we engage as a church.
- **Action Priorities:** Our team priorities and individual priorities for each team member.



When we help a church prepare for multisite expansion, **the first thing we help them do is confirm their purpose and their strategy.** (After all, if their strategy isn't working, launching a new location with a different strategy *isn't* the answer—the first step for that church is [to get healthy again.](#)) Here are a few examples of where churches need to find alignment around their strategy BEFORE going multisite:

1. **Reach:** Making sure there is full alignment around the **one** strategy used across all the locations for evangelism, serving the community, weekend services, digital ministry, etc.
2. **Discipleship:** Making sure there is full alignment around the **one** strategy used for serving/volunteer teams, connecting people in small groups, encouraging people to reach others, and encouraging generosity in people's lives.
3. **Structure:** Making sure the right structure is in place to support the strategies. (This includes making sure that we have the right central ministries/central services teams in place to support our weekend services, reach/discipleship strategies, etc. to accomplish our mission.)

Maintaining Alignment in a Multisite Model

In order to achieve alignment, churches considering multisite need to:

1. Agree on a ministry model. What's our mission and how do we accomplish that mission?
2. Make sure staff leaders are aligned and pulling in the same direction.
3. Clarify decision rights.

There are **two key components** to decision rights in a multisite church:

1. **A written, defined "ministry playbook."** What is your church's way of engaging your ministry in every location? Every core ministry area should define together the way they engage ministry across every location—groups, volunteers, kids, students, worship, care, etc. (Your ministry playbook will evolve over time.)
2. **Clarify central calls vs. campus calls.** Who has decision rights? Generally, central decisions revolve around philosophy and strategy while campus decisions involve team building, leader development and execution of the playbook. (Or, frame it as authority vs. influence).

(While multisite churches must be fully aligned, one of the benefits of being a multisite church is the ability to test new strategies at a single location. However, if the new strategy works, the next question **must** be: how do we make sure that this strategy is applied across every location?)

Listen to the full episode on Apple Podcasts, Spotify, or at theunstuckgroup.com/episode288.

Free Webinar: “Multisite Better” on March 30

In our 100+ years of combined multisite experience, we’ve found that despite the uniqueness of every church, there are predictable outcomes to each of the expansion approaches that churches take. **Want to avoid multisite misery?** In this [free webinar](#), Tony Morgan and Amy Anderson will teach you proven strategies for better multisite results and help clarify your healthiest way forward. [Register now](#).

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