

LEADER CONVERSATION GUIDE

The Biggest Challenge of Multisite Expansion - Episode 290

4 Steps for Clarifying Your Multisite Strategy (Part 4)

Staff leadership capacity and volunteer strength (which is a reflection of staffing) were the lowest multisite readiness indicators for the churches we've worked with in the last two years. In fact, both of those categories were low in the red zone for most of the churches surveyed.

When thinking about multisite expansion, most churches are not short of people to reach, new locations to open, or even money to expand. **The biggest challenge impacting future multisite expansion is the lack of leaders to launch a new location—while still having leaders to serve existing locations.** That's why, this week, Tony and Amy are wrapping up our multisite series with a conversation explaining the importance of leadership development for multisite health and outlining the unique characteristics of a campus pastor.

Addressing a Lack of Leaders

Why does this lack of leaders exist in so many churches—both multisite and single-site?

- 1. Many church teams fall into the trap of hiring ministry doers vs. ministry leaders.**
If you want your church to continue its mission through multisite expansion, the priority should be finding staff leaders who can build and empower volunteer teams. Staff need to equip God's people to do the work of God, not do it all themselves.
- 2. When paid staff are doing much of the ministry, they aren't as motivated to raise up other lay leaders and build volunteer teams.**
Overstaffing tends to lead to under-volunteering.
- 3. There is an absence of leadership development.**
This may be due to an overcrowded ministry calendar, a lack of ownership over the role of leadership development, and/or low-capacity leaders being promoted to high-capacity leadership positions.

4. **The team is understaffed or under-resourced.**

A culture of leadership development can only happen when staff members have the margin, time, and resources to invest in other leaders.

The Components of Biblical Leadership Development

In Philippians 4:9, Paul says: “Keep putting into practice all you learned and received from me—everything you heard from me and saw me doing. Then the God of peace will be with you.” This verse highlights three distinctly critical components of a healthy discipleship or mentoring relationship:

1. There’s a teaching component (“heard from me”) where the teacher is sharing wisdom with the disciple.
2. There’s a modeling component (“saw me doing”) where the mentee is watching the mentor lead by example.
3. There’s a practicing component (“keep putting in practice”) where the roles change and the apprentice takes over while the mentor watches and provides coaching.

We encourage churches to integrate their leadership development strategy into their existing ministry team and small group structure. For more on this topic, we recommend [Designed to Lead: The Church and Leadership Development](#) by Eric Geiger and Kevin Peck.

The Role of the Campus Pastor

When it comes to your multisite staff, and the leadership capacity of that staff, there’s probably no one more crucial than the campus pastor. There are several “success factors” for identifying and hiring the right campus pastor:

1. There’s a 100% DNA match around the mission, vision, values and strategy of the church.
2. They are a great communicator from the platform, and can connect giving to vision.
3. They are highly relational with the skills to influence those around them.
4. They lead through others, primarily volunteers.
5. They are driven with a clear ability to execute and deliver.
6. They are wired to serve as a second chair leader.

There are some unique characteristics needed to succeed in this role. For example:

- The campus pastor should be more **vision-carrier** than **vision-creator**.
- The campus pastor should be more **builder** than **entrepreneur**.

- The campus pastor should be more **galvanizing** than **invention**.
- The campus pastor should be more **empowering** than **controlling**.
- The campus pastor should be more **missionary** than **preacher**.

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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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