

LEADER CONVERSATION GUIDE

# Structuring Your Staff to Reach & Connect New People - Episode 337

## *Reaching & Connecting New People (Part 4)*

The way we staff and structure our team is revealing of what we really prioritize as a ministry.

In this episode, we walk through the journey of a new person and explain the staff structure and roles needed to be a church that reaches and connects new people well.

### *The Journey of a New Guest*

Every new guest walks through a very similar step-by-step experience when visiting a church:

1. *PRE-VISIT*: Their experience with your church building and your church website. These two pre-visit experiences are extremely influential on if people currently not connected to your church will be willing to give it a try.
2. Driving on to your property (signage, wayfinding, parking, etc.). Can a brand new person easily find their way around? Are there signs to help a new person find the essential areas like the kids ministry, the bathrooms, and the worship environment?
3. Interacting with your guest services team. Ideally, the guest service team will put them at ease and make them feel like this is a place where they belong.
4. Experiencing the weekend service:
  1. Being welcomed and participating in worship: Are new guests welcomed? Are there cues to explain what they're about to experience?
  2. Hearing a teaching message: Was the message engaging? Did the teaching apply to real life, identify clear next steps, and make someone want to return?

## *Staffing & Structure for New Guest Experience*

**When it comes to the new person's experience**, there are a few critical roles that someone on your team needs to be the dedicated leader of:

- Weekend experience
- Guest services
- Website
- Facilities

(Depending on the size of your church and the size of your team, this may be a staff role or a volunteer role.)

These leaders need to have an eye for what the outsider sees and experiences at every step of their journey. When these things are done well, it is much more likely that the people already connected to your church will invite their friends and family to experience your church.

**When it comes to people who are newer to your church, but haven't taken steps beyond attending the weekend service:** The key leader that needs to be in place for helping those people take their next step is the dedicated leader over your spiritual formation or discipleship pathway.

We recommend that you put everyone in charge of a spiritual formation step on the same team, then make one of them the leader over *all* steps. That leader may still have responsibility for one of the steps, like groups leadership, but he or she would also have the added responsibility to ensure that these spiritual formation steps are working in tandem with one another and not competing with one another.

This leader not only defines what the *big* next steps are that they want people to take as they become a disciple of Jesus, but they also need to think of the *smaller* steps people need to take towards those big steps first.

It's critical that you have a leader that knows when to highlight the next steps you want people to be taking. They need to ensure that the steps are clear and communicated regularly through various means.

**We need to clearly communicate and expose people to the next steps we believe they need to take, and then we need to cast vision around them.**

Listen to the full episode on Apple Podcasts, Spotify or at [theunstuckgroup.com/episode337](https://theunstuckgroup.com/episode337).

## *Free Webinar: Reaching & Connecting New People in 2024*

In this free webinar, ministry voices from North Point, Sun Valley Community Church and Victory Hill Church will walk through proven strategies and best practices for creating intentional weekend services that reach and connect with new people. [Register now.](#)

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