

Multisite Structure & People Problems

Episode 396

If you've ever tried to launch a second campus, you know the struggle is real. Turns out, most churches get their staffing and structure wrong from day one, but we're here to save you from those painful missteps.

In this episode, Amy and Sean dive into the math behind multisite staffing (hint: your ratios probably need to change), why rushing to build a massive central team is a recipe for disaster and how to avoid turning your campus pastor into a lonely island. We'll also tackle the ever-present challenge of who actually gets to make decisions in this whole multisite dance.

Whether you're thinking about going multisite or feeling "multi-stuck" right now, we discuss practical guidance you may need to build a structure that actually works.

Key Quotes

1. AMY: "Many churches overinvest early on in those central roles when they really should be creating player/coach roles."
2. SEAN: "There is something unique about when a church launches their third location; those cracks you mentioned earlier can become the gaps."
3. SEAN: "You need to try to stay disciplined to engage volunteers in the ministry and save your hiring dollars for those multiplying, equipping leaders."
4. SEAN: "Often, the further you get into multisite, the barrier in launching new locations is not a financial issue. It's commonly a leadership issue or a lack of leadership issue."
5. AMY: "If a campus pastor doesn't have a real team to help him or her lead and grow the campus, it results in a lonely campus pastor and most likely a stuck campus."

Self-Assessment: How Are We Doing?

1. How does our attendee-to-staff (full-time equivalent) ratio compare with a healthy church's ratio of 75:1?
2. If we are significantly missing that target ratio, which ministries are overstaffed? What changes could we make to work toward a healthier ratio?
3. On a red/yellow/green scale, how would we rate ourselves on the clarity of decision rights for our team? Does everyone know who has authority and who has influence?
4. If we fall into the yellow or red zone, when could we set aside time to walk through each ministry and determine who makes what decisions?

Listen to the episode on iTunes or at theunstuckgroup.com/episode396.

Special Thanks to Our Sponsor for This Episode



Are you considering adding a second or third campus to your growing church? Need help telling your church's unique story across every location? PlainJoe, a Storyland Studio, has you covered. Their team of creative storytellers, talented designers and innovative architects are passionate about helping churches tell their stories through spatial, interactive and strategic storytelling.

Reach out to learn more at plainjoe.net.