Teaching Model Regrets - Episode 397

Live teaching or video teaching? It's one of the most debated questions in any multisite conversation. Everyone seems to have a strong opinion, but the best choice isn't always the most obvious.

In this episode, Sean and Amy answer this age-old question with proven data and real stories. They also outline what to consider when making this decision (including technology) and offer practical strategies to help you avoid missteps in your teaching model. If you're launching a campus—or just wondering if it's time to rethink your approach—this episode is for you.

Key Quotes

1. AMY: "The teaching model decision is one of the most critical choices a church makes in their multisite strategy."
2. AMY: "Multisite churches that eventually closed campuses were four times more likely to have used a model where the campus pastor was the primary teacher."
3. AMY: "From our consulting experience, the healthiest multisite campuses are much more likely to use video teaching, which is why we tend to recommend it as a best practice for message delivery."
4. AMY: "This decision is hard to undo once you've launched. If you say we're never going to do video or you launch with live teaching, it is hard to reverse that decision."

Self-Assessment: How Are We Doing?

For churches who haven't launched their first multisite location: With your leadership team, set aside time this week to work through the Teaching Model Decision Guide. Then, consider the questions below.

1. What is the "why" for the teaching model we've chosen? How would we clearly and concisely explain if challenged?
2. Do we have a teaching team that is robust enough for the model? If not, how many people would we need to add?
3. What is a realistic budget and timeline for launching our teaching model (don't forget to include the cameras, lighting and streaming needed)?

For existing multisite churches, think through the following questions to assess what is working or not working about your current model.

1. Is there consistency between campuses?
2. Are campus leaders asking to do things differently at their location?
3. If we plan to launch more campuses, does it feel like we have a model we can scale?
4. Are we overstaffed (divide total attendance by 112 to see how many FTEs should be on our team)?

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