

Why Aren't We Growing? - Episode 399

Has your church's growth slowed down or hit a plateau? Maybe you're financially stable, and everything seems fine on the surface, but something feels off from your perspective as the leader.

There are telltale signs your church is drifting away from sustained health. In this candid series, we'll explore why churches unconsciously slip into "maintenance mode," what it costs them and, most importantly, how to break free.

In this first episode, Sean and Amy discuss the warning signs of slipping into maintenance mode, the key metrics to pay attention to and the first steps to take toward getting unstuck.

Key Quotes

1. AMY: "When you're on the growth side of the church life cycle, you're experiencing a significant form of momentum. When you're on the right side of the life cycle, you're losing momentum."
2. AMY: "If there are multiple indicators, it's time to understand that you've probably slipped into maintenance."
3. AMY: "And that's a key general characteristic of the maintenance phase—that complexity has crept into your ministry model."
4. AMY: "Churches who effectively reach people for Jesus are focused on who they're trying to reach. Churches who are just trying to reach everybody and don't focus their ministry actually reach less people."
5. AMY: "Maintenance mode is not a permanent destination. It's a phase that many churches go through. And with intentional leadership and the right strategies, you can reverse that."

Self-Assessment: How Are We Doing?

Take time this week to gather the key health metrics below to help you determine if your church may be in maintenance mode. And if you see that your church is drifting away from sustained health or growth, it may be time to bring leadership in to see what needs to change.

1. How does the current number of new people in our database compare to the number of new people from last year? Is there growth or decline?
2. Looking at our percentage of baptisms compared to our average weekend attendance, what percentage of people did we baptize in the last 12 months? (If the number is less than 5%, that's a red flag for maintenance mode.)
3. What is our percentage of kids compared to total attendance? Do we meet or exceed the 20% that healthy churches have?

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