

Numbers Are Not the Enemy - Episode 418

When it comes to numbers and metrics, churches sometimes say things like, “Our culture has never talked about numbers; we’re not a business,” and “Numbers are too impersonal.”

This topic seems to create anxiety in church staff members. **But what if numbers actually weren’t the enemy?** What if you could use metrics *and* value people simultaneously? What if you could listen to the Holy Spirit *and* use data to support your vision and mission?

Good managers bring clarity to what the wins are for their team and for their team members. **And metrics are tools for clarity.**

In this episode, Amy and Sean discuss why there is pushback on using numbers and metrics, how to have a healthy approach to using measurement in ministry contexts and practical tips for introducing healthy practices to your team.

Key Quotes

1. SEAN: “Some church leaders feel like measuring ministry outcomes is somehow showing a lack of faith.”
2. AMY: “Your numbers give you objective data about your ministry strategies and the effectiveness of your overall ministry playbook.”
3. SEAN: “If we’re not consistently measuring things, it becomes nearly impossible to identify the early warning signs that something’s off track.”
4. AMY: “Good managers bring clarity to what the wins are for their team and for their team members.”
5. AMY: “Start somewhere and get better.”
6. AMY: “Measuring things does not replace faith. It actually reveals God’s faithfulness.”

Self-Assessment: How Are We Doing?

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1. Where do things feel unclear? Where are we relying on our “gut feelings” versus measurable metrics?
2. What does winning look like for our church? What are our overarching organizational goals?
3. What are the objective wins for each ministry area and/or team?
4. What are the lead measures our ministry leaders are going to use to reach those wins?

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