

The Engagement & Capacity Issues

Episode 436

Five Common Core Issues in Churches (Part 3)

Two common issues in churches tend to show up together, even though at first glance they don't feel related at all: **first engagement steps and physical capacity**.

On the surface, they sound like two completely different problems. But, in reality, they're way more connected than most leaders realize. You can't grow sustainably if you're not engaging people well, and you can't engage people well if you don't have the space to serve them. These are two of the most common barriers we see; however, the good news is that these have proven solutions.

We're wrapping up our series on Five Common Core Issues in Churches by talking about revitalizing your playbook for first engagement steps, getting ahead of your capacity limits and thinking strategically to support health and growth in these areas.

Key Quotes

- "In a lot of cases, what we're offering to people just isn't compelling enough to compete for their time in other areas."
- "It's just not enough for people to simply attend church. We know we need to create intentional next steps toward connection and spiritual growth."
- "Healthy churches leverage data to see if their engagement path is working."
- "Understand when you will hit your ceilings or lids before you hit them."
- "The key is to strategically plan facility decisions so they can support your continued health and growth and not just solve immediate problems."

Self-Assessment: How Are We Doing?

1. Engagement Assessment

- a. What is our current path to engagement?
- b. Looking at the data, is it working? Are people making progress on the first steps of engagement?
- c. Which first steps are lagging, and which steps are thriving?
- d. If most of our first steps are lagging, what are some new first steps we could try?

2. Capacity Assessment

- a. When will we hit our capacity lid for our auditorium, parking lot and kids' spaces?
- b. What should we be working on now to make space for new people before we hit that lid?

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