

# This Isn't Working Anymore: Multisite Without Nuance - Episode 448

Everyone has opinions about multisite.

Advice often gets shared like it's one-size-fits-all, but multisite is complex; what worked for one church in one city at one moment may not work for another church.

There are best practices you can follow, but the truth is that multisite comes with a lot of *nuance*.

In this episode, we're continuing our "This Isn't Working Anymore" series by getting into the nuance that tends to get left out of conversations about multisite.

## Key Quotes

- "Multisite is complex, and what works for one church in one stage can actually be harmful for another church in another stage."
- "Your early multisite decisions will either make your future expansion easy or really difficult."
- "If there are cracks in alignment around the why and the how, those cracks will become huge gaps over time."
- "Multi-stuck churches need some strategic planning and analysis on what they need to shift in order to launch new locations in a healthy way in the future."
- "When multisite is done in a healthy way, it is a strategy that really drives momentum and sustains health and growth in churches."
- "The real win from all of this is to get ahead of the complexity that's coming. Clarify your model, clarify your structure and build in rhythms to keep you aligned as you continue to grow and as you add more locations in the future."

## Self-Assessment: How Are We Doing?

1. If you're preparing for your first multisite launch, are you clear on what problem you're trying to solve? If so, what is that problem, and how will multisite solve it?
2. If you've already successfully launched one or two locations but you're feeling stuck now, how will you continue to handle growth? What is actually replicable about who you are today?
3. If your church is in a place for healthy expansion, what's the win for the next 12 to 24 months? And how are you working toward it?

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