

Mistakes Churches Make With Their Physical Space ft. Phil Taylor From PlainJoe Studios

Episode 468

The next time that you walk into your church lobby, pretend it's your very first time there.

What does the *room* tell you about your church? Because it's telling people something. The question is whether it's **the story that you *meant* to tell**.

Sean got the chance to sit down with [Phil Taylor](#) from [PlainJoe Studios](#). Phil spent 20 years in lead pastor and executive pastor roles before joining PlainJoe, where he helps churches with building, design, branding and web projects.

In this episode, Phil and Sean talk through what **telling your story through design actually means**.

Key Quotes

- “When somebody walks into your church, you’re telling a story through those spaces whether you know it or not.”
- “If we are going to do a great job at welcoming people who are far from Christ into our church homes, we need to think through our buildings with them in mind.”
- “For a relatively small amount of money, you could go through and update your most-used spaces really well if you have a clear story that you’re telling.”
- “If you wait to clear clutter until you do a major update, you’re going to make the renovation or new build the bad guy.”
- “Planning ahead is really critical; facility changes don’t happen overnight.”

Self-Assessment: How Are We Doing?

Using these questions as a guide, walk through your space and consider it through the eyes of a first-time visitor.

1. What kind of story does our lobby tell? Is it obvious what really matters to our church?
2. Is our signage easy to see, clear and consistent? Is there anything we could do to improve it?
3. Which areas are used the most by the most people? If we haven't updated those areas in the last three to five years, how could we refresh the spaces?
4. What looks cluttered or unintentional about our spaces?

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If Jesus walked into your church right now, would people recognize him? We've created a personalized Savior who exists primarily to meet our needs, bless our lives and guarantee our spots in heaven.

But here's the problem. That Jesus would be unrecognizable.

In the book "The Missing Messiah," bestselling authors Kyle Idleman and Mark More will help your church rediscover the Jesus based on Scripture, not on culture. Plus, check out the six-session companion study guide with free access to streaming videos. Learn more at missingmessiah.com.