Effective Ministry
Staying Focussed on The Key Ministry

Tim Sims / Sarie King

Wednesday 20 July 2016
3:15 – 3:50pm
Novotel, Brighton Beach
Effective Change

Seven Ingredients

1. Assemble The Resources
2. Define The Purpose
3. Understand The Challenge
4. Outline An Effective Response
5. Confront The Data
6. Detail The Tasks …

Engage With God
1. Assemble The Resources

**People / Data**

<table>
<thead>
<tr>
<th>Sarie King</th>
<th>Tim Sims</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moore College Graduate</td>
<td>Committed Christian</td>
</tr>
<tr>
<td>Teacher / Education Leader</td>
<td>Performance Analysis</td>
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<tr>
<td>Women’s Ministry Leader / Trainer</td>
<td>CEO Advisor</td>
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<tr>
<td>Synod / Committees / Task Forces</td>
<td>Company Ownership / Leadership</td>
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<tr>
<td>Conference Speaking / Research</td>
<td>Partnership Management</td>
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**Theology + Data + Research**

- Church Leaders: ~500
- Books & Papers: >500
- NCLS Data: >50,000
- Man Years: >25*

* Including CMD
2. Define The Purpose

Objective / Outcome

‘Disciple Making Disciples’
Matt 28:19-20
3. Understand The Challenge

Opportunities & Constraints

**‘Actually Better’**
- Belief in God
- Belief in resurrection
- Casual attendance
- Actual exposure
- Openness to listen
- Emerging economic disappointment

**‘Poorly Managed’**
- Poor growth / commitment
- Overwork / burnout
- Lack of training
- Poor practices / communication
- Anecdotal responses

**‘Looks Bad’**
- Church despised
- ‘No fix religion’ growing
- Attendance down
- ‘#’s in decline
- Poor media

**‘Exciting Upside’**
- Identified opportunity
- Benefit of prayer
- Role of members
- Willingness to engage
- Personal growth / productivity

**Effective Ministry Research / Presentations**
4. Outline An Effective Response

**Points Of Leverage**

1. Disciple making disciples
2. Retention and transition +0.5x
3. Meeting and greeting +1x
4. Invitation +1.5x

**Engage With God**
5. Confront The Data

Case Example: Youth Loss

- Age: 0-15: 15%, 0-20: 23%, 20-30: 12%, 30-40: 3%, 40-50: 2%, 50-60: 1%, 60-70: 1%, 70+: ~50%
- Percentage of youth loss in different age groups.
## 5. Confront The Data

### Myths / Excuses

<table>
<thead>
<tr>
<th></th>
<th>Percent of Variance Explained</th>
<th>Personal Growth</th>
<th>Size Growth</th>
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<tbody>
<tr>
<td><strong>Community</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Local Context (Urban / Rural)</td>
<td>2.0%</td>
<td>8.0%</td>
<td></td>
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<tr>
<td>Ethnicity</td>
<td>3.0%</td>
<td>1.0%</td>
<td></td>
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<tr>
<td>Pop Growth</td>
<td>1.0%</td>
<td>4.0%</td>
<td></td>
</tr>
<tr>
<td>Youth Mix</td>
<td>3.0%</td>
<td>3.0%</td>
<td></td>
</tr>
<tr>
<td>Education</td>
<td>(9.0%)</td>
<td>(1.0%)</td>
<td></td>
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<tr>
<td><strong>Leader</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Age</td>
<td>(0.6%)</td>
<td>(0.8%)</td>
<td></td>
</tr>
<tr>
<td>Ministry Years</td>
<td>(0.6%)</td>
<td>(1.3%)</td>
<td></td>
</tr>
<tr>
<td>Congregation Years</td>
<td>0.1%</td>
<td>0.3%</td>
<td></td>
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<tr>
<td><strong>Staffing</strong></td>
<td></td>
<td></td>
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<tr>
<td>Cross Congregational</td>
<td>(1.4%)</td>
<td>(0.6%)</td>
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<tr>
<td>High Ratio</td>
<td>0.0%</td>
<td>(0.7%)</td>
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6. Understand The Task

**Detailed Implementation**

- **Meet, Greet, Integrate**
  - Millennials (Gen Y) & Disciple Making
  - Small Groups

- **Music & Disciple Making**
  - Engage With God

- **Pastoral Care & Disciple Making**
  - 1. Disciple making disciples
    - +1x
  - 2. Retention and transition +0.5x
  - 3. Meeting and greeting
    - +1x
  - 4. Invitation
    - +1.5x

- **Website Best Practice**
- **Effective Ministry**
6. Understand The Task

Research Papers: Making disciple making disciples

- Why do small groups struggle to be effective?
- Is there best practice small groups ministry? If so, what?
- If we’re not **disciple making** what are we doing?

- 6 common weaknesses of most welcoming ministries
- Building a DNA of hospitality and inclusion
- Creating pathways of entry, connection and engagement
- Welcoming as a **disciple making** opportunity

- Youth and children a critical opportunity
- Crisis point: alarming statistics on loss and disengagement
- Where now the role of parents and the church?
- Fathers a critical lever
- Growing children and youth as disciples and **disciple-makers**
6. Understand The Task

Research Papers: Making disciple making disciples

- A concerning youth & young adult retention problem
- Loss of parental engagement
- We’re not transitioning well
- The erosion of intergenerational engagement
- Building better **disciple making** pathways

- Adults both help and hinder youth retention
- The role of parents and other adults critical to faith retention
- Silo ministry versus intergenerational engagement
- Rethinking the place of church wide services
- **Disciple making** through intergenerational ministry
6. Detail The Tasks

Field Work / CMD

Growth In Attendance

Source: Diocesan data, Median growth standardised at 4 years for comparison
Engage With God

Devotional Time

In the whole of world history there is always one really significant hour - the present...if you want to find eternity you must serve the present times’

Dietrich Bonhoeffer

Source: Field Research, NCLS
Follow Up

Research

- Sarie King

- EM – Effective Ministry
  - www.effectiveeministry.org
  - www.facebook.com/em.effectiveeministry/

Upcoming Research Releases

- Millennials (Gen Y) & Disciple Making
- Music & Disciple Making (EM Conference 2017)
- Christian Pastoral Care & Disciple Making
- Families & Faith Transmission
- Best Practice Church Websites & Consultation

Results

- Peter Mayrick

- CMD – Centre For Ministry Development
  - www.cmd.training

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