



PIVOT

“A change in strategy without a change in vision.” ~ Eric Ries

Adapt, Pivot and Thrive:

Why Churches Must Embrace
Resurrection Over Resuscitation in
a Pandemic/Post-Pandemic World

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Agenda

3 Shocking Statistics

Why The Church Must Embrace Resurrection Over Resuscitation (Biblical Foundation)

Moving from Surviving to Thriving (Pivot)

Basic Shifts all Churches/Nonprofits Will Have To Make

Example: What It Will Take To Have A Thriving Hybrid Church

Key Indicators of Success/Decline of Church

Critical Questions to Move Beyond Surviving and Adapting





3 SHOCKING STATISTICS THAT SHOW **HOW QUICKLY, RADICALLY (AND PERMANENTLY?)** CHURCH HAS CHANGED SINCE 2020¹

- 36% Attendance = New Norm
 - 57% of People Who Were Attending Church Pre-Covid found current styles of worship boring
- Most churches not doing online or in-person well
- Only 41% GenZ and 42% Millenials want to return to in-person worship



Why The Church Must Embrace Resurrection Over Resuscitation

- Resuscitation – Lazarus (John 11)
 - Brought back to the same life he had before dying
 - Will eventually grow old and die again.
 - Resuscitation = Bringing back the dead
- Resurrection – Jesus (John 20/21)
 - Essentially Jesus, but new form of life
 - Resurrection = Breaking into a completely new form of life



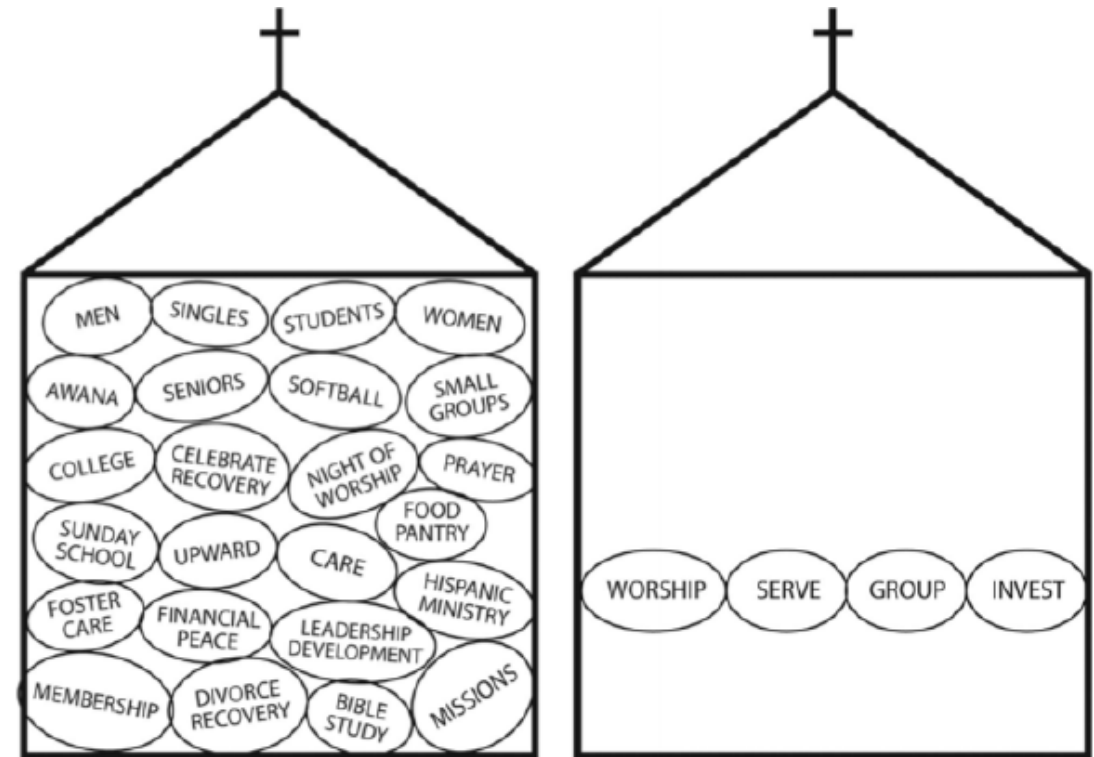
Moving from Surviving To Adapting To Thriving

- **Survive (Acute Phase):**

- Stabilize, Buy Time, Protect
- “Blizzard Mentality”
- Normal to want to go back to what is familiar

- **Adapt:**

- Develop the capacity to address underlying issues that we didn’t have the will to confront
- “Ice Age Mentality”
- “Adaptive leadership...seizes the opportunity of moments like this to hit “the organizational reset button” while keeping the DNA/mission of the organization.
- Requires a New Process
 - Adaptive Change v. Technical Change



PROGRAMS

VS.

PATH

Store
Collective
“Volunteer”

Body of Christ
Communion
“Called”



- **Pivot (Thriving Phase)**

- See obstacles as opportunities
- Privilege leadership over management
 - Mission over process
 - “Are we doing the right things?” vs. “Are we doing things right?”
- Reimagine, retool and reorganize
 - Constantly learning organizations
 - Learning from outside of conventional norms
- Have a process for change and change as required by mission
- Recognize that change produces innovation and opportunity for growth



Best Strategy – Protect, Prioritize and Pivot

- **Protect.**
 - What do we need to protect to ensure maintain our ministry in the coming weeks and months?
- **Prioritize.**
 - We know we can't put our strategy on hold, so what is mission critical for us to deliver in the coming weeks and months?
- **Pivot.**
 - How might we engage people in different ways to deliver on our church's priorities?



SHIFTS ALL NON-PROFITS/CHURCHES NEED TO MAKE

ALL REQUIRE
INTUITION(SPIRIT), HUMILITY, SURRENDER

FIXED
TO
GROWTH
TO
BENEFIT
MINDSET

PUBLIC
MISSION
OVER
PRIVATE

ANALOG
TO
DIGITAL

GATHERING
TO
CONNECTING

TEACHING
TO
EQUIPPING

GLOBAL
TO
LOCAL



Example: Hybrid Church: Foundation Different Alignments²

Strategic Alignment Pyramid



Two Types of Alignment

* WITH PEOPLE OUTSIDE THE CHURCH	WITH PEOPLE INSIDE THE CHURCH
CONNECT USING SOCIAL MEDIA, WEBSITE + EMAIL	CONNECT USING CHURCH APP, EMAIL, FACEBOOK GROUPS, MESSAGING APPS
CELEBRATE OUR COMMUNITY	CELEBRATE OUR MISSION
PROVIDE HELP + ANSWERS FOR LIVING LIFE	EQUIP + EMPOWER TO LIVE OUT FAITH
POINT PEOPLE TO FIRST STEPS (SMALL, BABY STEPS)	POINT PEOPLE TO NEXT STEPS (NOT EVENTS)
CLARIFY YOUR MISSION FIELD	CLARIFY YOUR DISCIPLESHIP PATH
TRACK PEOPLE (BY NAME) WHO HAVE TAKEN A FIRST STEP	TRACK PEOPLE (BY NAME) WHO ARE TAKING NEXT STEPS
WIN = BECOME DISCIPLES OF JESUS!	WIN = HELP OTHERS BECOME DISCIPLES OF JESUS!

* MOST OF THE CONVERSATION I'VE HEARD HAS IGNORED THIS TYPE OF ENGAGEMENT.



Key Indicators of Success/Decline

Success: Greater Kingdom Impact

- Mission + Vision
 - Clarity and Commitment
 - Emphasis on Prayer/Spirit
- Reach/Benefit Mindset
 - In/Outreach
- Discipleship
 - Love God/Love Neighbor
- Reduce Complexity
- Empower Leaders (Disciples)
- Mistakes = Learning Going On

Declining Churches

- Lack of Clarity Mission + Vision
 - Club/Store mentality
 - Execution \geq Mission/Vision
- Growth is families
- No/Immature Discipleship Path
- Complexity in Programming/ Decision Making
- Leadership not empowered to lead
- Staff \geq Members
- Demand Perfection



Critical Questions We Need To Ask To Protect & Pivot

- What **spiritual practices** do we need to **discern, reimagine and to move forward?**
- What is **our reality** from the balcony and the floor? (“What’s Bugging Us”)
 - Organizationally
 - Individually
- What is **essential to our identity** (What can never change)?
- What are the **available assets** (ours and others)?
- What can be **discarded?**
- What **needs to be created** through **experimentation?**
- Where do we **start?** Resources to help
 - Upgrade Appreciative Inquiry/30 Day Pivot (Neiuwhof)/Unstuck Group/Barna





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