

The First 45 Minutes AFTER Worship

Church transformation is fundamentally about changing attitudes – new skills and tactics can only be implemented after leaders reshape the way members think. It's been long recognized that newcomers will decide whether to connect to a church in the first 5-10 minutes before worship. Leaders are now recognizing that church members will decide whether to build momentum for change in the first 45 minutes *following* worship. Here are some suggestions for setting up situations where attitude-shaping can gain a foothold.

Encourage hanging out

Do everything you can to get people to linger and engage in significant conversations.

Create an inviting environment

Draw worshippers into warm, informal areas with multiple, comfortable seating.

Seed the conversation

Deploy leaders who are trained to start significant conversations.

Give a memento

An image or object will provoke a train of thought that triggers insight and reinforces an idea throughout the week.

The smaller the church is, the more attitude-shaping looms large. The longer a church of any size is on a plateau, the more attitude-shaping becomes the #1 priority of leadership. The most important thing church members need in order to change is not more information. It is simple courage. It is the courage to make God's mission more important than their comfort zone. The 45 minutes your leaders spend with members after worship will make the difference between wishful thinking and serious implementation of change.

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