

INTRODUCTION

While gathering measurements can be complicated and overwhelming, doing so is worth it. But how do you know what to measure and what to do with what you measure? We'll tell you how we're answering these questions and help you answer them for your church.

I. MEASUREMENTS ARE NOT OPTIONAL.

A. Without measurement, there can be no _____.

1. As leaders, management is _____.
2. We cannot rely on anecdotes, opinions, and _____.

B. Measurements give additional _____ to stories.

1. Metrics motivate the _____.
2. Stories stir the _____.

II. WE'VE DISCOVERED SOME BEST PRACTICES.

A. Establishing measurements must be a _____ effort.

1. Ministry involvement offers the perspective of _____.
2. Manager involvement offers the perspective of _____.

B. Dashboards must tie to the _____.

1. Vision, mission, and strategy must drive all measurements.
2. Measurements must be developed around a clear _____ and critical factors of _____ for each area of the organization.



NOTES |

3. Make room for _____.

C. Surveys must be designed _____.

1. Question _____ is important.

2. Avoid _____ questions.

3. Use _____ language.

4. Know your necessary _____.

5. Survey as soon as possible to ensure _____ results.

D. Remember the _____.

1. If you can't or won't, then _____.

2. When relevant, use ratios 100 percent of the time.

3. Track over time to establish _____.

4. Don't _____ your metrics.

III. DON'T MAKE DECISIONS BASED ON MEASUREMENTS ALONE.

A. Open _____.

B. Start _____.

C. Benchmark _____.

D. Celebrate _____.

CONCLUSION

As church leaders, we are responsible for the management of the “church.” To manage well, we must have measurements that matter. Effective measurements result from collaboration and tie to the church’s strategy for accomplishing its mission. We best use these measurements as data points complemented by stories rather than determinants used in isolation.