



The 360° Church Program™ **A Guide for Churches** **and Ministries**

A Collection of Guidelines for Defining
Core Vision and Driving Growth
provided by **The 360° Church Program™**



MarketCues



Introduction

The world has become increasingly more complex and challenging for people to navigate in all areas including business, social and family. This has placed great stress on many people and made the Church all the more important and necessary to help them find solutions in their daily lives. As with all types of organizations, a church's strategic assessment and vision growth plan is at the heart of it remaining healthy and growing.

Technology (software, social networking and the use of mobile devices) have taken over communications. They are impacting people's lives and have become an important factor in the health and growth of churches of all types and sizes.

This change is both exciting and challenging for churches interested in driving growth, as those that are able to respond and adapt to the new market forces will become even more effective.

The 360° Church Program™ meets the specific needs of senior leaders who seek a strong growth strategy to implement at their single or multi-site church.

The 360° Church Program provides you with the intelligence you need to make strategic decisions leading to continuous improvement and growth. The 360° Church Program engagement can include coaching support to ensure your goals and strategic initiatives are well established.

On the following pages you will find the many benefits of implementing The 360° Church Program for actionable and practical results that turn problems into progress.

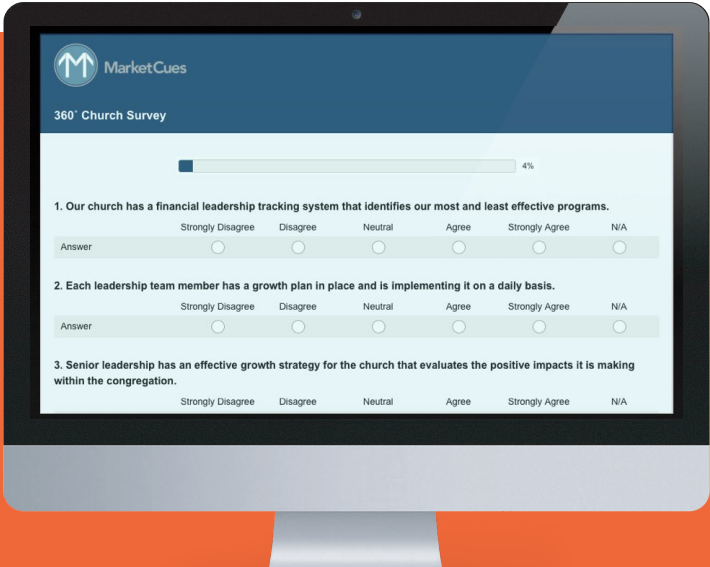
Based on an intensive study of over 500 organizations across multiple types and geographies, The 360° Church Program™ helps you identify specific areas in your church that can impact your operations and membership programs. We first noticed that there were six areas that highly successful organizations managed extremely well. We found when these six areas were balanced into one symphony it created strong healthy growth. The six foundations are shown below. Employing The 360° Church Program allows you to drive an actionable and practical strategic plan that can improve your growth in key areas by identifying gaps in the church's perceptions. The 360° Church Program ensures a high statistical accuracy that provides you with complete confidence in your analysis and plan. It also eliminates the enormous time traditional consulting requires.



The 360° Church Program™ measures both the Internal and External Audience's perceptions and abilities in six foundation areas:

- 1 Organization/Leadership
- 2 Programs/Services
- 3 Outreach/Evangelism
- 4 Culture
- 5 Community
- 6 Congregation

The 360° Church Program™ gathers critical organizational intelligence from the church's Internal and External Audiences using our proprietary online assessments in conjunction with executive interviews that are conducted in person and by telephone interviews.



The Basis of the Six Foundation Areas of Assessment

1. Organization/Leadership

Roles and Organization Alignment*
(See sample following page)

Performance Management

Integrated Information System

Financial Management

2. Programs/Services

Existing Program Development

New Program Development

Total Quality Management (TQM)

Program Portfolio Management

3. Outreach/Evangelism

Unified Outreach Program

Forecasting/Outreach Projections

Integrated Marketing Program

Brand Marketing Documentation

4. Culture

Culture & Values

Culture & Values Integration

Cultural Demographic Metrics

Cultural & Values Management

The Basis of the Six Foundation Areas of Assessment (cont'd)

5. Community

Community Analysis Program

Core Strategy Development

Community Document Presentation

Community Management Tracking

6. Congregation

Congregation Tracking Program

Congregation Relationship
Management (CRM)

RFG Tracking (Recency,
Frequency, Giving)

Congregation Member/
Loyalty Program

Sample Questions from Organization/Leadership Foundation Area

Roles and organization alignment

- Are your vision goals aligned with the church's mission statements?
- If you report to a Pastor or others in the organization, are your goals supported and aligned with theirs?
- Does the rest of the church staff truly know what and why you offer specific programs?

Heat Map

The 360° Church Program™ delivers a Heat Map for quick visual display. The Heat Map identifies challenges your church is experiencing and leads you to their successful solution. Instead of bombarding you with endless facts and figures, The 360° Church Program provides you with key unique insights and drivers that inform you of strategic shifts you can make to better manage your church. For instance, it can recommend specific ways to create a deeper ministry outreach team and improve your conversion rate. These tailored recommendations are based upon your specific vision and objectives. The 360° Church Program captures and considers all of your members’ input and from it provides you with selective powerful shifts that can help you achieve your vision objectives.



The Heat Map includes six Foundations with 24 areas of analysis used during The 360° Church Program™ assessment. All of this data is compiled into an Intuitive Heat Map and displayed using a simple Green, Yellow and Red scoring.

Foundation Recommendations

The 360° Church Program's insights take two forms. First, an organizational assessment of your church is conducted that creates a simple but powerful analysis of what your church is doing well and what could be improved. This assessment is balanced because it takes into account both what your leadership team thinks and contrasts it to what your members think is critically important. Second, this allows you to objectively challenge "in-house thinking" that may have been appropriate in the past but not relevant for your church today. The front-line leaders of any church are the fundamental link between vision and execution. You understand that you cannot build a healthy church with misperceptions. The 360° Church Program's strategic recommendations are delivered quickly that give you the power to choose the wisest plan and helps you implement them on a monthly basis.

SECTION 5: STRATEGIC RECOMMENDATIONS	
The Cumulative Percentage Score to the right is the overall score that your church received by averaging your church's assessments with your members' assessments. Individual Foundation Scores are below including strategic recommendations for growth.	
73%	
1. Organization/Management	77%
♦ Develop a "Workgroup and Process Plan" that includes the implementation of 1) Big Picture Planning, 2) Integration of all programs and projects, 3) Executing against a plan with metrics goals.	
♦ Create a table of leaders' and all staff's roles, responsibilities, authority and financial decision-making.	
♦ Implement a church-wide "Project Leadership Program" that integrates ALL church projects in one A to Z format that leadership and staff can access 24/7 versus operating in separate groups.	
♦ Increase transparency of church's performance throughout the church by publishing a monthly report that is guided by church's top-line objectives and strategies and include the implementation steps that church staff needs to make to improve performance based upon key performance metrics.	
2. Programs/Services	79%
♦ Conduct a thorough review of existing church programs to determine their "Gaps" and "Value" in terms of number of those trained, etc. and evaluate them on a monthly/quarterly/annualized basis.	
♦ Create 10 new program offerings and use focus groups/industry forums to determine what would be of the most value to new and existing members.	
♦ Chart the top qualities of a "Total Quality Management" program and implement these qualities directly into the church and its upcoming program offerings.	
♦ Develop a "High-Level Vision Plan" and implement throughout the church to help staff and members understand why program portfolio management decisions are being made.	
3. Outreach/Evangelism	68%
♦ Review and upgrade the Outreach Evangelism Program and process as one operating continuum, including both staff and membership, and use pre-determined metrics to produce monthly reports tracking first introductions, sharing times, conversions and related.	
♦ Establish key metrics based upon forecasts of needed program offerings including focus groups and develop a "Strategic Dashboard" that is updated monthly throughout the church.	
♦ Integrate all communications and marketing under one Vision Umbrella and cross-promote ministry programs to encourage greater involvement.	
♦ Develop a "holistic approach" to produce communications programs that leverage the strongest ministries of the church.	

Foundation Recommendations present your church's "Composite Score" based upon the results of the total organizational and strategic assessments:

- Each foundation has its own score
- Specific strategic recommendations are provided for each foundation
- You learn what your church is doing best and how it can improve performance and productivity

Project Runway

One of the critical aspects of any action plan is the ability to implement the strategic initiatives that will deliver the optimum impact to the church and its members. Our Project Runway priority ranks the 'Critical' initiatives that will best accomplish your goals. The specific outcomes that each strategic initiative achieves can be tracked and reported monthly which allows you to manage and tailor them to changes and developments in your church. As you know, you can only manage what you measure.



The Project Runway identifies the Critical Projects that were identified in The 360° Church Program™ Heat Map, and it creates a priority-ranked list to help you achieve your goals. Monthly coaching can be included to help you establish goals, projects, timelines, budgets and assist you in their implementation.



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