

THRIVE WEBINAR

"Great responses to bad news create a whole new future!" - Ray Johnston

3 things I won't do: If everyone on our teams does this, we'll soar even in crisis!

1. I won't give into fear
2. I won't cave into discouragement. I will live with hope.
3. I will not stop unleashing compassion on the world around me!

Leading Your Staff

4 staff principles - Practical advice for teams working from distance.

1. Pencil out their schedule so we don't waste energy and time.
2. Sync w boss frequently - in a quickly changing season, ask often - what's important now & what else can I do?
3. At home, Set up a work area - set aside intentional space for what you do for work.
4. Self-care is not selfish, get your work done & rest, eat well & love your family.

5 C's

A "grid" for what I'm doing daily.

1. Care - this should be the number 1 priority for all staff.
2. Communication - how are you consistently communicating all the changes - OVER communicate to staff and church thru every connection possible.
3. Creation - all staff should look for ways to create & share content that is joyful, and to each age.

4. Connection - how can I create personal touch during this social distance? Emails, letters, phone calls?
5. Compassion - who's hurting? Who would be blown away if we stepped in and showed up? Restaurants? Businesses?

5 Lay-off Points

Plan ahead for the worst case:

1. Develop 3 levels - preplan the response at each level. If giving drops to 1, what's the response drops to 2? 3?
2. Baseline question: What is their worth to organization?
3. Be as generous w severance as you possibly can be
4. Filter thru attorney if possible
5. Never waste a crisis. Perfect time to lay off the bottom energy suckers who have a bad attitude and come back with a high power, tight knit, group who love God and love you!

Misc. Staff Thoughts:

*Live tracking of communication is valuable, so we know "what's the flow of communication and connection?" **Who is really getting connected with?**

All staff & meetings online as normal as possible

Send video updates not emails - efficient & personal

Online Giving:

Concept - "lower the cognitive load" for online givers

Lower the number of steps, fields to enter, etc.

REALLY walk through the process and ask - what's the number of steps and info they have to navigate to join you by giving? Because it's the ONLY WAY they can now!

IDEA: Who gives regularly, but ONLY in person?

Connect to them, call and ask how can we serve you? Get them envelopes and help them know how to give if they don't online.

6 steps to motivate people to give?

1. Communicate compassion - what is our church doing to help our community?
2. Tell stories - what are we doing, how are we serving?
3. Shift people to online intentionally and ask people to!
4. Tell stories of people's generosity - it inspires others.
5. Thank people - corporately and personal
6. Stay in touch & serve the people who might not be able to watch
Ask - Are older people able to watch? Who needs a roku or a way to watch? Who needs to literally be shown how? Can we stop by and help?

Mobilize young adults to help bridge the internet gap for Sr's - - with setting up a call center and setting up their tech at home!

Online Content:

"Content pyramid"

1. Start with Long form content - messages = this is the platform you're your voice & everything you will produce.

2. Repurpose LF content into Micro content - to stay "top of mind" and share, like, link to long form and stay in front of people

One sermon can/should become 10-15 micro content pieces, distribution across social media - blog, podcast, memes quotes

The most scarce resource is attention.

3. "We want attention turned to action"

If we only stream with no weekly micro content pushing them to act when we stream, we lose.

4. Digital is an easily distracted environment. Digital content must keep my attention on my phone as a first priority.

Long form Announcements as an example, will drop viewer #'s

****Repurpose the weekend message in as many ways as possible. IT IS THE MOST POTENT RESOURCE YOU HAVE.****

PRO TIP:

Get small groups into online church early! Get the chat rooms full & fb stream interacting before the service starts. It effects the algorithms and promotes your feeds.