

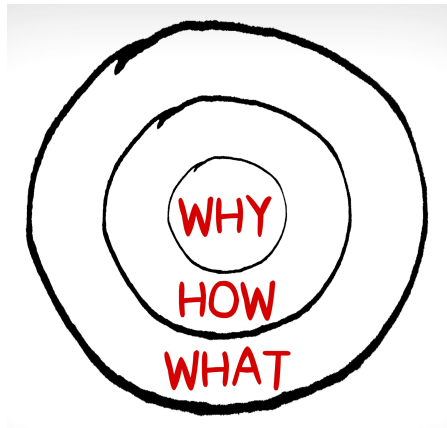
Ministry in a Post-Pandemic World

Adapted from Simon Sinek's *It Starts with Why*

Online Campus

March 2023

For Our Savior...



Why?

We believe in the transformational power of the love of Jesus which is experienced through ordinary people, it **changes how we feel, think, and live.**

How?

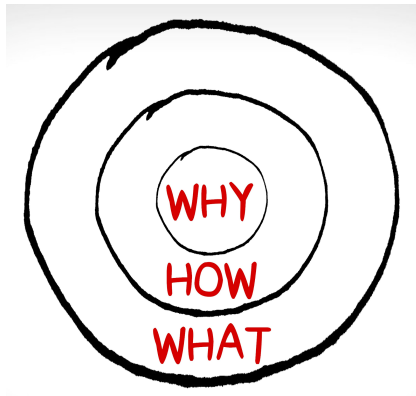
We **create, facilitate, and support relationships and experiences** where people can love God, love people, and live like Jesus.

What?

We have a **digital space (Online Campus)** where people can gather, connect, and serve. Want to check it out with me?

Execution (How To...)

For You...



Discovering Your Why

- Ask the question, “**why do we do what we do?**”
- Continue to drill down by asking “why”.
- Your “why” is what you ultimately celebrate over and over again.
- This is what people often “feel”.
- Sometimes your core values help express your “why”.

Discovering Your How

- As Priya Parker in her book, *The Art of Gathering* encourages: ““drill baby drill”—ask “why?”. Ask the question, “**how do people experience our “why?”**”.
- This is typically directly related to your “mission”.
- You will always “know” your how.
- Your “how” is something you might hear over and over again.
- You usually want to integrate your discipling process here.

Discovering Your What

- Ask the question, “**what do we invite people to?**”.
- This is usually *a way* (not *the way*).
- Examples of “what’s” are programs, places, groups, etc.
- Your what is tangible and actionable (what people do).

Execution (How To...)

Pro-Tips

- The size and structure of your ministry will guide who you will want “at the table” for this conversation.
 - In general, the smaller your ministry, the more “congregational” the conversation needs to be”. Likewise, the larger your ministry, the smaller the conversation can be (limited to Elders, Board, Council, Task Team, Staff, Ministry Action Team/Volunteers, etc.)
- Leading from “why” only works when everyone is within the bullseye. You don’t need 100% accuracy, but everyone needs to be within the circle.
- Do your “what”; Speak your “how” and Live your “why”.
- When you start with “why”, you may find that your “what” needs to change because there is a *better* way.
 - Changing your “why” to fit your “what” will backfire almost every time.

Remember, Online Campus is a **strategy**... a vehicle to a greater end or outcome. When it ceases to be effective, we will transition again.

- Online Campus is not for everybody.
- Without your why and how, your what is just eye candy.
- Work on your why and how... your what will then become obvious.