

Until every person is a follower of Jesus, we'll be here equipping churches  
so they can be successful in fulfilling their mission.

# STRATEGY AND CONSULTATION GUIDE



# GREETINGS

Thank you for the opportunity to provide you with the following information regarding The Effective Church Group's Consultation Options. We appreciate your interest and hope the following proposal will be helpful.



## Our Senior Leadership Team

Bill Tenny-Brittian, Scott Musselman,  
Bill Easum, and Kris Tenny-Brittian

The Effective Church Group has been in the consulting ministry since 1986. During that time we have worked in over 1,200 churches in more than forty denominations, plus many independent churches. We've trained over 100,000 leaders – more than any other independent church consulting firm in North America.

We are known nationally and internationally as one of the world's most trusted and proven church consultants and trainers. You can find less expensive consultants, but you'll find none with our experience or track record.

The driving belief behind what we do is to enable church leaders to help their congregations become fully faithful, effective, and sustainable churches.

We don't approach a consultation with a fixed set of options and plans; instead, we're committed to listening, observing, and prayerfully discerning with the church leaders and the congregation what their next steps need to be to achieve the mission and vision God has instilled within the church. We take this seriously enough that this is the only thing we do. We lead consultations and train leaders for effective mission and ministry. We help grow churches.



## Hospitality Tip

If it's raining, the greeters should be in the parking lot with umbrellas.



# Complete Ministry Audit

The Complete Ministry Audit has been our gold standard consultation package and is the process we're most famous for. Developed by Bill Easum in the 1980s, and continuously updated since then, The Effective Church Group has field tested the CMA and has successfully used it in over 1,000 church consultations.

The Complete Ministry Audit is a comprehensive, objective process built upon nineteen "growth principles." The church does the surveys, collects the data, compiles the information, and forwards the Audit to us. We then analyze the data prior to our arrival to your site.

After analyzing the written reports, we arrive on-site and begin a series of interviews and observations. We meet with your lead pastor and interview your staff and key leaders. We also tour the facilities and analyze your community demographics. (A professional demographic report is optional, but we strongly recommend their usage.

We use demographics' reports from MissionInsite.)

Each day we continue interviewing key leaders and lay leaders both formally and informally. Our goal is to get to know you, your congregation, and the community so we tailor and target our recommendations. And of course we attend your weekend worship services and preview your weekend Christian education programming as well.

We offer our initial recommendation report in person on Sunday and deliver a comprehensive written report within thirty days.

After leaving, the church is provided with a year of

free email conversations. (For congregations needing additional guidance, a number of options are available – see also the Congregational Coaching package below.)

Because leading a church transformation can be a difficult task to lead, we also provide the pastor a twelve-month coaching relationship with us. Coaching includes a monthly one-hour phone or video call and unlimited email access for the pastor. See the Leadership Coaching description later in this catalog for more information.



## CMA Package Overview



3 Days On-Site



Church Consulting



\$10,000 (plus travel related expenses)



Complete Ministry Audit  
Additional Resources



## Stewardship Tip

Because fewer adults carry checks or cash, churches must provide alternative means to giving.

## 4 ways to give



In Person  
(Cash/Check)



Online



Texting



Automated

# Virtual Complete Ministry Audit

The Virtual Complete Ministry Audit is an off-site version of our famous CMA. The virtual package provides the same level of data gathering and analysis, but without the costs of the on-site visit and travel.

Sometimes it's not feasible for a congregation to host an on-site Complete Ministry Audit. In those cases, we offer a cost effective alternative.

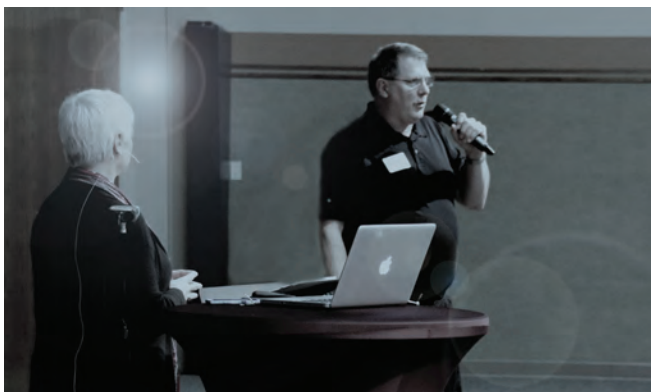
The virtual package uses the same process of data gathering as the Complete Ministry Audit. In fact, the Virtual Complete Ministry Audit uses the same material as we use for our on-site visits. The primary difference between the two is that the Virtual Audit doesn't include face-to-face interviews and we don't make an in-person visit to your worship service or Christian education programs.

Experience has shown that the recommendations we make for either an on-site or virtual consultation are similar in both nature and scope.





The primary disadvantage of the Virtual Complete Ministry Audit is that we are unable to identify and address issues that would have been discovered had we been on-site.

However, the advantages of the Virtual Complete Ministry Audit are twofold. First, the cost is significantly reduced because there is no travel or per-diem charges. And second, the church is freed up from hosting a weekend event.

Because leading a church transformation can be a difficult task to lead, we also provide the pastor a twelve-month coaching relationship with us. Coaching includes a monthly one-hour phone or video call and unlimited email access for the pastor. See the Leadership Coaching description later in this catalog for more information.



## Virtual CMA Overview

-  No on-site requirement
-  Church Consulting
-  \$5000 (includes 1 year Leadership Coaching)
-  Complete Ministry Audit; Additional Resources





## Church Growth Tip

Every community hosts some sort of a civic event, fête, fair, etc. Leverage these events not only by being present, but by doing something that makes a lasting impression.

# Next Level Coaching

Some leaders prefer to learn and implement at their own pace. The Next Level Coaching package was created to guide church leaders from wherever they are to and through the next growth barrier ... but at a pace set by the leader.

All of our strategic consultation packages include coaching, either as a part of the package or as an option. However, if you're a church leader who does things at your own pace, whether that pace is breakneck speed or one-step-at-a-time, the Next Level Coaching package may be right for you.

The Next Level Coaching package is a one-year off-site consultation and coaching package that includes access to priority online training materials, monthly one-on-one live video or phone

coaching, and 24/7 email coaching.

The Next Level Coaching package includes our famous Complete Ministry Audit and our analysis with recommendations.

The online training materials include over a dozen proprietary videos and a wealth of other priority materials available nowhere else. Leaders who do well with online learning and self-paced implementation have reported excellent results with the Next Level Coaching package.



## Next Level Coaching Overview



1 Year



Off-Site Consulting;  
Leadership Coaching;  
Self-Paced Implementation

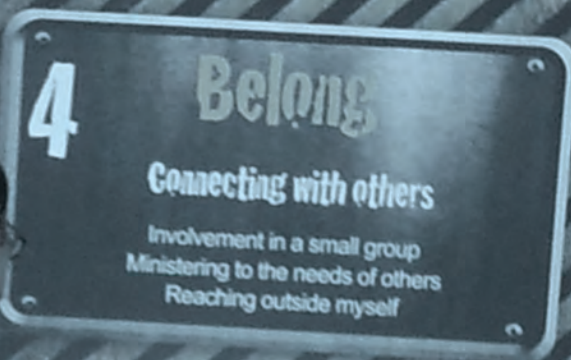


\$3,000



Complete Ministry Audit;  
Coaching;  
Priority Materials;  
Additional Resources





## Guest Retention Tip

Every church thinks it's the most friendly church in town. But visitors aren't looking for a friendly church as much as they are looking for a friend. Growing churches emphasize friend-making.

# Leadership Coaching

It's been said by the most successful business leaders and the most successful church leaders:

*"Every Leader Needs a Coach."*

We get that. You should too.

Coaching isn't about telling you what you're doing wrong (or what you're doing right, for that matter). It's about walking beside you, listening carefully, and helping you make the very best decisions for you and the church.

We start with a complete coaching inventory that helps us get to know you, your congregation, your context, and the issues and decisions you're facing. Then, in the vernacular, "It's your nickel!"

You talk.  
We listen.

We ask questions.  
You respond.

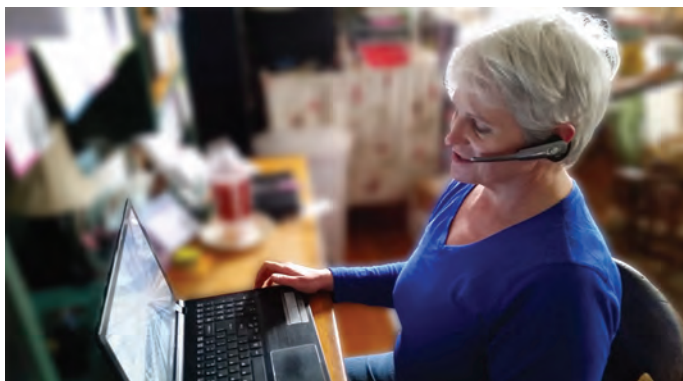
We make recommendations.  
You decide.

You set goals.  
We help you reach them.

That's what we think coaching is all about: partnering with you so you can bounce ideas off of us; tapping into our experience, research, and resources; listening carefully; providing support; and being there when you need us most.

Each month you'll have a one-on-one video or phone conference with your personal coach. If you need a bit more support, you have access to your coach 24/7 through our coaching email system. Plus you can access our Advanced Leadership Forum Private Group on Facebook to tap into the collected wisdom of leaders from around the world.

Leadership Coaching options include ala carte month to month pay-as-you-go or a fund-saving annual contract. Deeper discounts apply when purchased with a consulting package.



## Effective Church Coaching



Annually



Leadership Coaching



\$2500/year



Coaching;  
Additional Resources

# WHAT'S NEXT?

No one appreciates high pressure ... and you don't need a cookie-cutter solution. We don't do pressure and we don't do cookies. So the next step is up to you.

Most clients give us a call ([888-470-2456](tel:888-470-2456)) to share what's going on in their congregations and get their questions answered. After a friendly informal chat, we're able to make a viable recommendation about which of our strategic consultations seems to best suit the circumstances. Other clients prefer to put their thoughts down in writing and get our feedback via a series of emails ([info@EffectiveChurch.com](mailto:info@EffectiveChurch.com)).

Whichever way you're comfortable, the next step is to connect and see if together we're a good match for the sake of the church and the kingdom. If the chemistry's there and the package is right, then we'll look at possible dates and take care of the necessary paperwork, contracts, and get things moving forward.

Have questions? Need more details? Looking for additional resources to support the work and ministry you're engaged in?

Give us a call or shoot us an email. We're here for you and your congregation.

We look forward to furthering the conversation soon.

The Effective Church Group

*Bill Tenny-Brittian*

*Bill Easum*

*Scott Musselman*

*Kris Tenny-Brittian*