

# Church Communications Strategy Coaching Network

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Spring 2012

Facilitated by Kem Meyer

Effective communications is really about “*releasing the right response*” not “*sending the right message.*” People are not looking for more information—they are looking for ways to survive and make sense of too much information. The church should help people find those answers. Instead they end up adding to the confusion. This coaching network goes beyond bulletins, brochures and bake sales and gets to the heart of smart communication systems that help people connect with Christ and each other.

## Who it's for:

- Pastors, creative professionals or strategic ministry leaders who influence and support local church communications before, around and after the weekend message.
- Ministry professionals challenged with clearly communicating everything happening across departments and campuses without competing against each other and shutting audiences down in the process.
- Leaders in a season or crossroads who need customized, focused, up close and personal attention. Sometimes, instead of a conference, professionals need a controlled, safe forum to be blunt about the challenges they face to get frank, encouraging insight in return.
- Anyone struggling with these questions (whether you've been in the communications field 90 days or 9 years):
  - How can I develop trust in an area everyone feels they are an expert? How can I learn how to manage people with or without authority?
  - How can I resist a religious culture that reacts with louder, bigger, more? How do I lead communications instead of just facilitating order fulfillment?
  - How can I get people to read our bulletin? How do I get news out without breaking the bank?
  - What's needed for people burned out on church? How can we loosen the historical markers that hinder progress? How do I respond (not react) to a constantly evolving landscape?
  - How do I do it all wearing multiple hats? How do I keep up with the demand? How do I move to a new role and leave my old role behind? How do I increase new responsibilities and decrease the old ones? How do I make progress while I'm still on the learning curve? I've been dropped into a sea of “I don't know.”
  - How can I inspire people to understand the importance of how and what they say? How do I get all the parts on board with what the whole is doing? How do I transition us from a building with a bunch of mini churches to one church with many ministries?
  - How do I help us act bigger than we are to plan ahead of growth? How do I slow down to look at the bigger picture to lead with influence?
  - How do I define incremental wins in this next season? How do I make the tough call without the agreement from others?

## What participants get:

- Six days of face-to-face coaching led by Kem Meyer.
    - **March 1-2, 2012**
    - **April 12-13, 2012**
    - **May 22-23, 2012**
  - Targeted focus discussions at each session.
    - **Barriers.** Are people letting you in or shutting you out? What barriers exist and what can we do to identify and remove them. Discover how audiences consume church messages—or don't.
    - **Best practices.** How to organize information and deliverables that effectively keep the end-user's time, tastes and habits in mind. How to avoid the seven deadly sins of marketing and communications.
    - **Strategy.** Building systems and structure to manage projects (people, timeline and budgets) across ministries and campuses.
    - **Team work.** New ways to encourage collaboration among ministry areas and minimize competitiveness. Leading change and relationship management – with your boss, peers and staff.
    - **Volunteers.** Building, sustaining and leading volunteer teams for technology, graphics, writing and project management.
    - **New.** Looking ahead at unproven technologies, techniques and evaluating calculated risks and experiments for new connections.
  - Opportunity to roll-up your sleeves and let down your guard with peers you can trust. Time will be carved out to drill down on your top issue—working together with the group for possible solutions.
  - Controlled, filtered setting to work together with a small group of leaders who will share what they've learned, encourage you with objectivity and energize you for your next phase.
  - Direct access to Kem Meyer between meetings (your emails get priority treatment and jump to the top).
  - VIP guest treatment during on-site and virtual visits.
  - Practical community with other participants. We'll share the coaching network participant list in advance so you can share rides and stuff like that. And we'll house you all at the same fine hotel for the on-site visits for late night or early morning connections.
  - A free copy of *Less Clutter. Less Noise. Beyond bulletins, brochures and bake sales.*
  - Access to an exclusive online space for connecting between meetings.
  - Electronic files of all coaching notes and supporting documents.
  - Surprise guest experts joining relevant topic discussions.
  - Additional books and curriculum.
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## What participants give:

This network is limited to 6-12 participants screened through an application process. It is designed for influencers who are highly committed to strategic, interactive, out-of-the-box learning opportunities and are willing to invest the time, energy and money for the journey.

- **Apply. Complete the [application](#) as soon as possible.** Participants will be considered first-come, first-served based on date the application is received. All applications must be in by February 25.
- **Commit.** Protect and participate in 6 face-to-face coaching sessions:
  - March 1-2, 2012
  - April 12-13, 2012
  - May 22-23, 2012
- **Invest.** [\$3,000] per participant for the entire network experience. Your registration fee includes all materials, books, on-site meals and lodging (one night for each day of training on-site). All you have to do is get there. Registration fees payable within 21 days after acceptance notification. (You should know the coaching participant's investment is investing in others. A large percentage of the revenue from this Coaching Network will be used to subsidize the training of pastors and leaders around the world through [WiredChurches.com](#).)
- **Prepare.** Maybe read designated book between sessions and show-up prepared to participate in focused discussion. Maybe bring samples along from your environment.

## Quick facts about Granger Community Church:

- Started in 1986 by Mark and Sheila Beeson.
- A local church with a vision of reaching every unchurched person in the population-base of 300,000 people.
- For ten years met in a movie theater and grew to 900 people. Currently average 5-6,000 people per weekend.
- [WiredChurches.com](#) ministry launched in 2001 to provide practical and accessible training and resources from our local ministry to pastors and church leaders around the world. Currently that network equips more than 16,000 church leaders through workshops, conferences and online resources in 50 states and 25 countries.
- Multi-site ministry with two physical campuses, an online campus and a fully-functioning community center in the inner city.
- Granger is 20 minutes from the South Bend airport (SBN), 90 minutes from Chicago Midway (MDW) and 2 hours from Chicago O'Hare (ORD).
- Learn more about Granger at [GCCwired.com](#) or watch videos on [YouTube](#) or [Vimeo](#).

## Who the heck is Kem Meyer?

- Fifteen years experience in corporate communications and Web strategy before joining the staff team at Granger Community Church. Marketplace career involved roles in the local advertising, regional business consulting and global technology and services fields.
- Involved and evolved participation in the local church. Her story at Granger spans 18 years, starts as a skeptical visitor and ends as a dedicated staff member. She's been involved in the life of the church from an average weekend attendance 400 to 6,500.
- In full-time ministry at Granger Community Church since 2002 as Communications Director. Member of the senior management team responsible for staff and volunteer team in communications, digital media and IT.
- Consultant, speaker and workshop presenter to thousands of pastors and church leaders across the country on the subject of communications and Web strategy. A typical year includes around 20 speaking engagements; group size ranging from 10-2,000 including the Willow Creek Arts, Ministry COM, National Outreach Convention, Dynamic Church, Spur Leadership, Cultivate and Story conferences.
- Author of the KemMeyer.com blog with more than 3,000 subscribers and more than 34,000 unique visitors in the past year.
- Regularly consulted about communications and technology views by various blogs, books and magazines including *The Blogging Church*, *Church 2.0*, *Outreach Magazine*, *Church Marketing Sucks*, *Note-to-CMO*, *Catalyst*, *American Express Small Business Blog*, *The Harvest Show* and more.

## What people are saying:

- “Of all the networks you could be connected with, this one costs the most. Do what whatever you can (dig in the sofa cushions, sell your plasma, join a crowdsourcing group to sell your designs, skip a cool conference, wash your Pastor’s car), just find a way to be a part of it. The payback is something you will hold on to for the rest of your career.”  
*Allen Hendrix, Broadmoor Baptist, Shreveport, LA*
- “You will get out of it what you put into it and it has the potential to change your ministry forever. Because of the things I learned over the course of this coaching network. I am equipped, prepared and confident—ready to serve my staff and congregation. Communications is as much about what’s going on INSIDE you as it is about what’s happening around you. Kem will help you key in on interpersonal triggers and strategies that will help you serve your staff in a way that is God honoring and beneficial to your church as a whole. You won’t regret it, and you’ll probably never forget it!”  
*Danielle Hartland, Grace Church, McKean, PA*
- “Worth every penny. An investment in yourself and your ministry.”  
*Mike Doty, Pointe North Community Church, Moncks Corner, SC*
- “Prepare to be inspired and stretched! It is more than you can imagine and cannot be found in a textbook (humbling and empowering).”  
*Candy Nardini, Prairie Lakes Church, Cedar Falls, IA*
- “The coaching network opened up my eyes and ears to see that my challenges are not unique to me. It has been so beneficial to rub shoulders with colleagues from around the country-and our relationship will not end at the conclusion of the network. Thank you!”  
*Brian Beatty, Christ Community Church, St. Charles, IL*
- “Do it! I learned so much not only from Kem, but from the other participants as well. The encouragement is priceless, and it provided a safe forum to share ideas and wrestle with challenges.”  
*Nicole Lamarre, Point Harbor Church, Chesapeake, VA*