

# Forward Church Program sessions overview

## Overview

### 1. The Kick Off (Introduction)

*Prayerful vision for the future*

*Why we can't stay where we are*

*Understanding your church identity and playing to your church's strengths*

- Introduction / get to know you activity
- About the program
- Topics
- Program rhythm
- Realms of influence
- Hybrid - online & offline
- Process (analysis, strategy, implementation, evaluation)

### 2. The Big Picture (& The Plan)

*Vision for church & ministries*

- God's eye view > zoom in
- Church Mission
- Vision for tomorrow
- Vision for today
- Vision for church & ministries
- Assets
- Ministry planning
- Project planning
- Getting organised

## Unit 1: Discipleship Strategy

### 3. The Discipleship Strategy

*Understanding how people engage online and transferring that to ministry engagement*

- Traditional discipleship
- Consumer engagement
- Discipleship engagement
- Digital fisherfolk
- Church online engagement
- Discipleship partners & ministry resources
- Discipleship strategy & forward discipleship

### 4. Avatars

*Getting clear on who you are trying to reach*

*Demographics, Characteristics, Core*

- Why have avatars
- What is an avatar?
- Who is your avatar?
- Types of avatars
- Discover your avatar
- Attributes of an avatars

### 5. Touchpoints

*Building simple, small, clear and genuine interactions to love people and meet their needs*

- Types of touchpoints
- Physical touchpoints
- Digital touchpoints
- The neighbourhood
- Meeting needs
- Rules for touchpoints
- Relational touchpoints
- Mapping needs to touchpoints

### 6. Touchpoints (part 2)

*Mapping interactions (touchpoints) that can intertwine online and in person*

- Digital touchpoints
- Keep it short & sweet
- Put it all together

### 7. The Touchpoints Map

*Nobody gets left behind*

*Using church management systems to assist with online and in person engagement*

- Mapping Discipleship Pathways

- Putting it altogether
- Touchpoints for discipleship journey
- Touchpoints for events & programs
- Touchpoints for consistent care
- Systems integration - ChMS / CRM / PM

# Unit 2: Communication Strategy

## 8. The Comms Strategy

*Get what's in your head into everyone else's head*

*The value of a strategy*

*How to analyse your comms*

- Overview
- Purpose of comms
- Audiences
- Analysis

## 9. The Comms Resources

*The anatomy of a comms strategy*

*Setting up a sustainable comms strategy for your church*

- Comms strategy so far...
- Strategy examples
- Comms resourcing
- Socials in 2021
- Tips for specific social strategies

## 10. The Content

*Boosting engagement with genuine online connections*

*Working on content in a team*

- More tips for social media
- Content planning
- Content categories
- Content calendar

## 11. The Production Workflow

*Systemising the process of creating and delivering online content*

*Sharing knowledge and making it easy for your team*

- Comms Machine
- Social media management software
- Comms knowledge and documentation
- Software and media

## 12. The Catch Up

- Social media management tools
- Instagram reels
- Social media platforms
- Reaching the wider community

- Mailing list & website integration

### 13. The Social Opportunity

*Understanding how social media works and what makes it work well*

*Using social as a tool for outreach*

- Why social?
- Learning from other churches
- Style & branding
- Social creation

### 14. The Social Creation

*Using the right mediums for different contexts*

*Effort vs expertise*

*The step by step process of creating for different mediums and channels*

- Preparing for social creation
- Planning text content
- Image creation
- Video creation
- Audio creation
- Creating with Instagram
- Creating with Facebook Creator Studio

### 15. The Website Audit

*Your website is the digital foyer for your church*

*The dynamic between your website and social media*

- The website experience
- Ten elements of a website
- How to audit your website

# Unit 3: Digital Systems Strategy

## 16. The Digital Strategy

*Understanding the roles of your systems and integrations between all your systems*

*Why it is important to invest in a digital systems strategy*

*The process of designing your church's digital systems strategy*

- Process
- Power of planning
- Analysis
- Research
- Recommendation
- Implementation
- Evaluation

## 17. The Online Service

*Moving beyond the typical Sunday live stream, beyond the technical*

*Creating a more authentic and engaging online church experience*

*Software and apps to assist in livestreaming*

- live streaming
- pre / post service engagement
- moderation
- prayer
- hardware

## 18. The Online Event

*Hybrid and online events beyond Sunday live streams (eg courses, training, events)*

*How to run an interactive online event*

- Purpose
- Planning
- Comms
- Systems
- Hybrid touchpoints
- Running the event

## 19. The Digital Innovation

*Creativity and innovation in digital engagement*

- Why innovate?
- Goals for innovation
- Resourcing creatives
- Types of digital innovation & creativity for ministry
- Examples of digital innovation for ministry

- AR / VR

## 20. The Remote Collaboration

*The importance of a team that works effectively and efficiently online and in person  
Systems that can assist with collaboration (beyond Google & 365)*

- The winning team
- Ingredients of a winning team
- Outcomes & benefits of an online team
- Barriers of remote collaboration
- Collaboration systems
- Analysing a system

## 21. The Church Management System

*If you're investigating, how to evaluate to get the best system*

*If you're established, how to improve, utilise features for your benefit*

*Understanding the structure, data, functionality and integration of ChMS*

- Structure
- Data
- Functionality
- Implementation
- Planning

## 22. The Hybrid Church Metrics

*Digitise and decentralise church gathering and work*

*New era of hybrid work, greater focus on wider community*

*Stewarding resources for the greatest Kingdom ministry and fruit*

*Mapping outcomes to goals and measuring steps*

- Why measure hybrid ministry
- What to measure hybrid ministry
- How to measure hybrid ministry
- Tools for measuring hybrid ministry

## 23. The Next Twelve & Three

*Inspiration, vision, keys to unlock in 2022*

*Review questions; God at work, last 12 months*

*#12 - disciples, 12 months*

*#3 - Trinity, Jesus' 3 closest friends, cord of 3 strands, 3 months*

*Pendulum swinging from in person to digital to hybrid*

*Digital Ministry Strategy = Ministry Strategy*

*Clarity > Resources*

*How to determine what to pursue*

*Energy vs fruit*

- Review

- Clarity
- What to pursue
- Work evaluation
- Looking forward



# Bonus sessions

## Tech timesavers

- Personal management with Trello
- Conversion tools (video,text,audio)
- ConnectingUp (NFP discounts)
- Google extensions
- Best free tools
- SMS on PC/Mac

## Workflow

- Individual & team processes
- Examples
- Direct integration
- Automation
- 3rd party integration
- API development
- iMacros

## Workflow behind the scenes

- Capturing information
- From paper to digital
- Rocketbook Wave
- Recording screen
- Editing video
- Feedback forms
- Templates (emails  
docs)
- Music
- Scheduling & booking
- Year Glance

## Implementation: CRM tracking

- ChMS / CRM
- Task management
- Automations

## Hardware

- Multiple screens
- Camera connectivity
- Wacom tablet
- OBS
- Sit stand desk

## Structuring knowledge

- How to structure shared Knowledge Hub tool
- How to structure Personal Management tool

## Getting organised

- Knowledge process
- Knowledge apps

## Training

- Knowledge management
- Onboarding
- Learning management

## Microsoft Teams

## Next-level livestreaming

## Google Workspace

## Paid advertising

## Podcasting

## Project Management tool analysis & strategy

# Find out more

<https://digitalteamcoach.com/forward-church-program/>

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