

How to Innovate in YOUR church

Missional Voices 2019

What is
innovation?

a solution to a person's unmet need

How is
innovation
done?

1-focus on ideas (brainstorm
for ideas and then test
them)

2-focus on needs (first learn
needs, discover which are
unmet, devise a solution to
address those unmet needs)

The following is intuitive:

**It's easier to make things people want than to make
people want things.**

Guess what church does?

Ideas first which is a guessing game (hope and luck)



But sometimes
we look
outside
ourselves for
those
community
needs. Yay!

We find needs via:

ABCD (asset based community development)

focus groups

personal interviews

demographic research (insight), etc


BUT, even when we think we are using needs based we often execute it wrong.

Why does
execution
fail?

Because we use different language
to describe needs

(a diverse group can collectively
have 100 needs--in social media it
can be 200 needs)

So we try to find a solution to a
need without being really clear
about what the need is.

A dark blue, irregularly shaped graphic with a splatter effect, containing white text. The graphic is centered on a white background and has a rough, hand-painted appearance with some lighter blue and white speckles around its edges.

There is a
framework:
Jobs Theory



Of note from
the video:

McDonald's figures out who liked the
milkshake...

...created a profile of those persons

...got feed back from those persons

...improved the shake on those
dimensions of performance

...and that had no impact on sales

Sound
familiar?

-if only we had a better choir

-if we had more programs

-if only...

Jobs Theory is a better way.

Jobs theory as applied to church

People don't really just go to church.
They "hire" church to do a job.

It could be a **social** job

It could be **emotional** job

It could be **functional** job

Remember

Jobs theory provides a framework for:

1-capturing and organizing potential church goer (PCG) NEEDS, and

2-tying PCG-defined metrics of those needs to the Job-to-be-Done.

In other words

-most people want a "successful" Sunday (what needs are and judged by desired outcomes)

-they will make decisions all day long on who to "hire to do jobs" on Sunday to make them successful days (have their needs met)

-they are using metrics to measure their success of a Sunday; people are loyal to getting the job done and will switch to new solutions to make that happen (20% better wins)

So, knowing
PCG needs
you can...



"discover hidden opportunities, what's underserved, decide on strategies to pursue, simplify ideation, test concepts for their ability to get the job done in advance of development..."



The goal of church growth **INNOVATION** is to devise solutions that address **UNMET Potential Church Goer needs.**

The church
innovation
framework is
this:

What are the jobs your community is
“hiring” for on Sundays?

Including, what is your community hiring
other churches to do?

What are the needs they are hoping to
meet?

Where else are they meeting those needs?

Who else has those needs?

HOW DO WE FIND THOSE NEEDS?

By interviewing people to understand their motivations for choosing their current solution to the need.

(Why did they “hire” who they did to meet the need?)

Remember: a diverse group can collectively have 100 needs!

JTBD Interview

The JTBD interview is the newcomer interview.

Around 30 who joined in the last 90 days (max!)

Even if not your own church.

Keep in mind that usually they themselves often cannot fully articulate the job that's being done.

JTBD Interview

FIRST THOUGHT

TIMELINE

FOUR FORCES

JTBD Interview – Basics

About 45 to 60 minutes

Casual conversation

Language and how people talk about things

There are no wrong answers

Like a filmmaker in a documentary (to set the scene)

JTBD
Interview –
FIRST
THOUGHT

Need to find out why their prior
“hire” failed

Like a documentary filmmaker
“set the scene”

What “pushed” them over the
edge to look?

Look for the emotional “break”
that “pushed”

JTBD Interview – TIMELINE

Again like a documentary

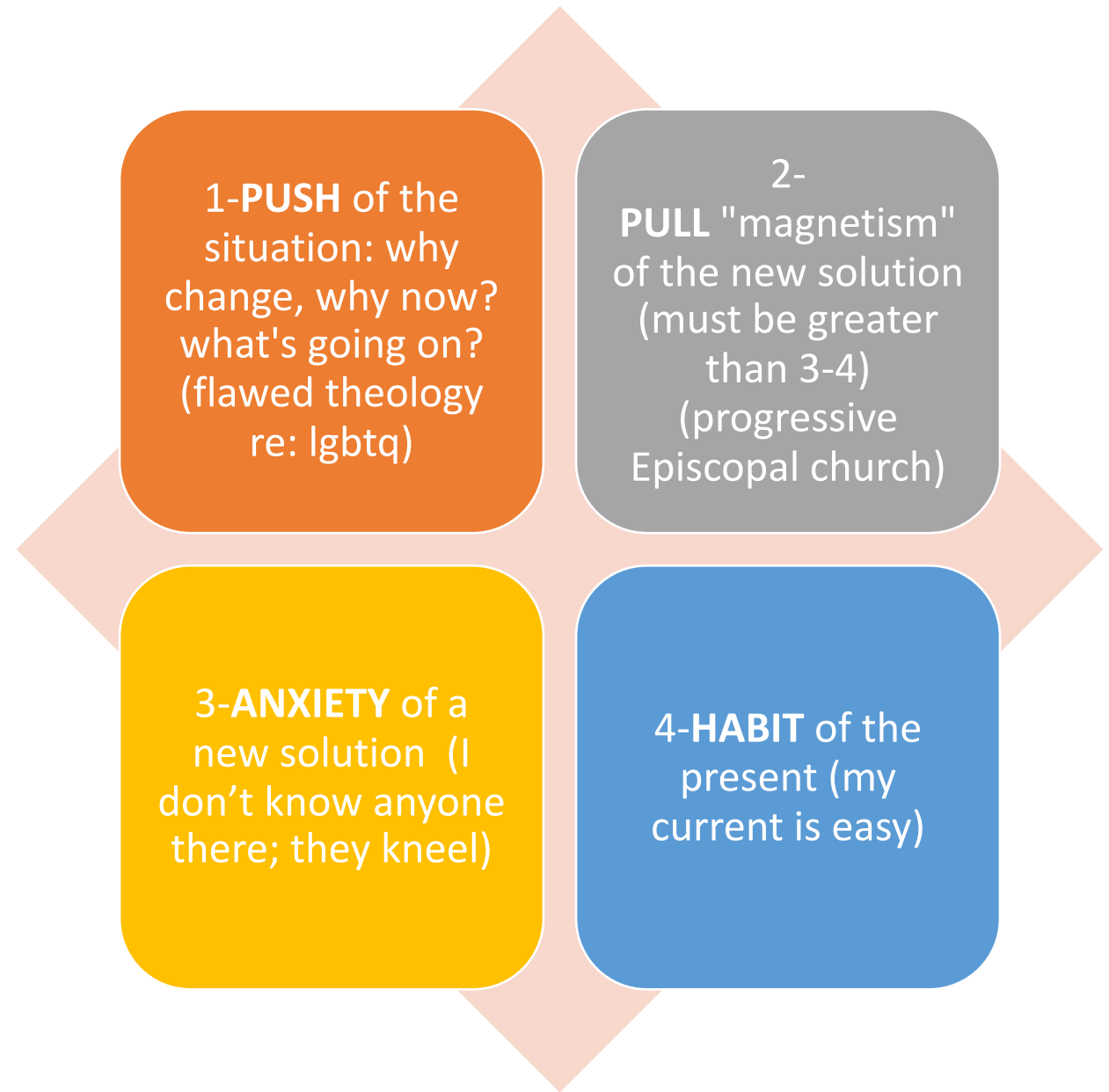
Look for “emotional” points

Dig deeper in emotional points

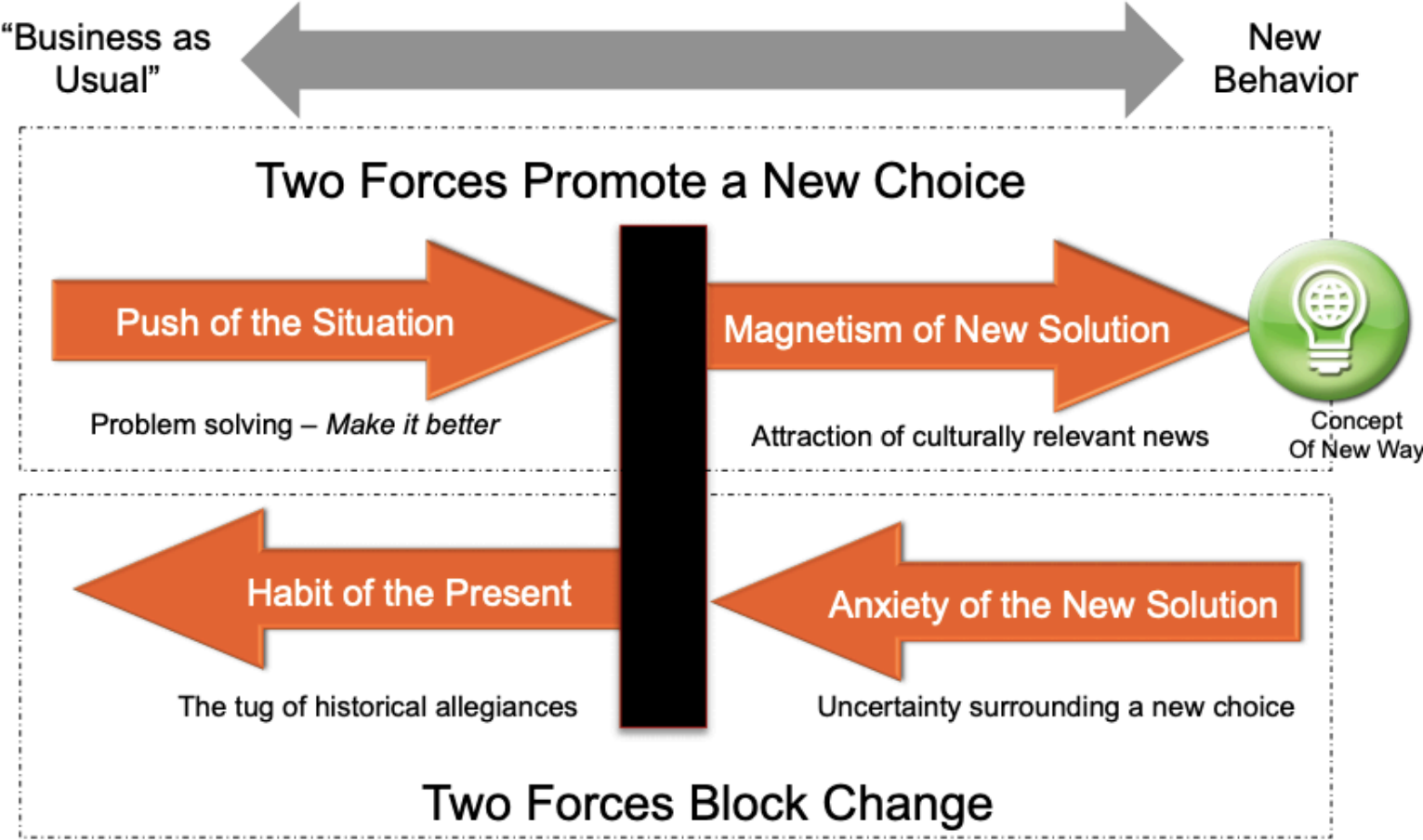
Looking to find the four forces

Where were decisions made? What caused them?

JTBD Interview – FOUR forces



JTBD Interview – FOUR FORCES



JTBD
Interview –
Post Interview

Always jot down the
"forces" that were at
play

What were the needs
that the person
mentioned

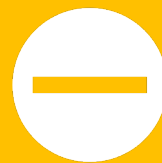
NOW what?



After a few, trends emerge



What are needs that are being identified?



Which needs are being identified that you are NOT meeting but could?

What is
innovation?

a solution to a person's unmet need



Thank you.