

YOUR FIRST 90 DAYS **IN A** NEW YOUTH MINISTRY

A SIMPLE PLAN
FOR STARTING RIGHT

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COURSE
WORKBOOK

This workbook is a place for you to record your notes, insights, and action plans. You'll get the most benefit if you print it out before you begin the lessons. Keep it in front of you as you watch and listen. Some of my best ideas have come from a spark that happened when I heard something else. You never know when new insights will come.

Here's what you're going to learn in this course:

- ✓ How to get key influencers in your corner.
- ✓ Why your old methods won't work in new places.
- ✓ How to honor the past with getting stuck there.
- ✓ Why being remarkable is so important (and how to do it).
- ✓ The best place to meet more students.
- ✓ What to do in your first parent meeting.
- ✓ How to cast vision that inspires action.
- ✓ Where to find extra money to make big improvements.
- ✓ How to win with your new volunteer team.
- ✓ The fastest way to gain the respect of everyone in the church.

Which of these are you most excited about learning (and why)?

LESSON 1:

Why Your First 90 Days Are So Important

How would you rate the youth ministry (overall) at your new church?

bad (1) ----- (5) excellent

Common advice:

_____ down in the first 90 days.

Why do you think most people give this advice?

My advice:

_____ up in the first 90 days.

The Plan:

1. _____ the situation.
2. _____ trust.
2. _____ everything.
4. Make things _____.

Action Step:

Your hire date: _____ Date of your 90th day: _____

LESSON 2:

Understand the Situation

During the interview process, both you and the church highlight the best aspects of yourselves in hopes that you'll impress each other enough to make it official.

Now it's time to get real.

5 Things to Learn About Before You Do Anything Else:

1. Learn about the _____.

The _____

- Why did this church start in the first place?
- When did it start?
- Who started it?
- What did those first people value?
- What was their original vision?

The _____

- How long has the lead pastor been there?
- Where did he come from?
- Where did he go to seminary?
- What does the church appreciate about him?
- What does he appreciate about the church?

The _____

- How long have they been there? Is there high turnover?
- What are each of them responsible for?
- What do they like about the church?
- What are they most frustrated about?
- What are they most excited about?

The _____

- What is one new thing has started doing in the last 12 months?
- Why did they start doing that?
- How has it worked out?
- What's one thing they've stopped doing in the last 12 months?
- Why did they stop doing it?
- Was there any pushback?

The _____ and Culture

- What's the dress code during the week?
- What about on Sundays?
- Will you have a role in the adult worship service?
- Are you expected to keep set office hours?
- How are decisions made?
- What kinds of changes need approval by someone else?

The _____

- Has attendance gone up or down over the last 2 years? Why?
- Has the overall budget increased or decreased over the last 2 years?
- When people decide to leave the church, where do they go next?

The _____

- How long do most of the sermons last?
- How does the preacher decide what to talk about next?
- How do the bulletins look?
- Is the website up-to-date?
- Do they use social media?

2. Learn about the _____.

_____ do students meet?

_____ do they do when they meet?

_____ do they meet?

_____ do they meet?

_____ meets? Are middle school and high school students together?

- How many students attend?
- Are they inviting friends?
- How is attendance tracked?
- What does success look like?
- Who are the volunteers?
- What are their roles?
- How are parents kept in the loop with what's going on?
- How much money is in the budget?
- How many students were baptized in the last 2 years?

4 Different Situations

a. _____

b. _____

c. _____

d. _____

Which one are you in?

3. Learn about the _____.

Different _____ work in different_____.

Drive around. Go _____ minutes out from the church in all directions.

Think about these questions...

- Who are these people?
- How old are they?
- What are their hopes?
- What are their fears?
- What kind of music do they listen to?
- What do they watch on TV?
- How many kids do they have?
- What would appeal to them?
- How can we reach them?
- How can we serve them?

Find the town on _____ or city-data.com.

Pay attention to...

Average household income: _____

Average household size: _____

Average age: _____

Education levels: _____

Average commute times: _____

Common occupations: _____

Most popular restaurants: _____

Most popular entertainment options: _____

4. Learn about the _____.

List every middle school and high school in your area:

How many students do you have from each of those schools?
(Write the number next to each school on your list.)

Go to every one of those school and _____ in the parking lot.

Then go in and _____ the people. Ask about their _____.

Look for ways to get on _____ and _____ out.

5. Learn about Other _____.

- Which things are giving them the highest return on investment?
- What are their biggest challenges?
- How often do they get on campus at schools?
- How do they train volunteers?
- How they communicate with parents?
- Where do they find resources?
- What curriculum do they use?
- Which summer camp do they go to?
- Which ministries are they following?
- Who are they learning from?
- Who do they know that you need to meet?

Don't forget about _____.

LESSON 3:

Evaluate Everything

Have you ever watched Restaurant Impossible, Hotel Impossible, Kitchen Nightmares, or The Profit?

5 Areas to Evaluate:

1. Evaluate the _____.

A person's experience at your church begins as they pull into the _____.

- Are there potholes and cracks that need to be fixed?
- Is the landscaping kept up?
- Does the building look maintained and cared for?
- Is it easy to find the proper entrance?
- How are people greeted?

"If our guests can't say, 'Wow! I'm impressed!' within the first _____ minutes on our campus, then we've failed." -Mark Waltz

2. Evaluate the _____.

First _____, then _____.

- Who shows up on time?
- Who shows up prepared?
- Who knows the students' names?
- Who knows what's really going on in students' lives?
- Who is willing to go the extra mile to make a difference?

3. Evaluate the _____.

"_____ = The Stuff Your Ministry Does." -Kurt Johnston

- When do your students meet?
- What do they do when they meet?
- What are you trying to accomplish with each meeting?

Every activity should have a _____ audience.

If a student who regularly attends your church wanted to invite one of their non-Christian friends to come, which program would they invite their friend to attend?

Is there balance between

_____ outsiders and _____ insiders?

What could be _____ or _____ to more effectively accomplish the goal for each program?

4. Evaluate the _____.

You want people _____ the church and _____ the church to think and speak well about you and what you're doing.

"Something _____ is worth talking about. Worth noticing. Exceptional. New. Interesting . . . Boring stuff is invisible." -Seth Godin

- What is the name of the ministry? Do you like that name?
- What are the name of the programs? Do you like those names?
- Do you have a logo? Do you like it?
- Is your website attractive, easy to navigate, and up-to-date?
- Do you have social media accounts? Who runs them?

5. Evaluate the _____.

You know what a person values by looking at how he spends his _____.

2 Levels:

1. _____ (general)
2. _____ (specific)

10 Categories Every Budget Should Have:

1. Administration
2. Curriculum & Discipleship Resources
3. Production Supplies
4. _____
5. Environment
6. Leader _____ & _____
7. Marketing
8. _____
9. Honorariums
10. Personal Development

Look at the actual _____ that have been charged to the budget for this year. You might be surprised where you can save!

The Big No-No

Never ever _____ the past.

LESSON 4:

Build Trust

"As you go to work, your top responsibility should be to build trust."

-Robert Eckert

Trust is the _____ of relationships.

5 Ways to Build Trust & Gain Instant Credibility

1. Learn _____

"Remember that a person's name is to that person the sweetest and most important sound in any language." -Dale Carnegie

How to remember names...

- 1) Pay _____.
- 2) Use it in _____.
- 3) _____ it down.
- 4) Make _____.

2. Leader _____

Meet with every leader to do 3 things:

1. _____ them for their service.
2. _____ what you've seen and where you're headed.
3. _____ them if they want to stay on the team.

3. _____ Meeting

The best time to do this meeting is: _____

Provide _____ and plan for _____.

The meeting should be both _____ and _____.

What's your vision? Fill in this blank:

"We want to see _____."

Whatever you fill that blank with is your vision for the ministry.

The Plan:

- Introduce yourself (don't forget about your family too)
- Share some personal stories (where you're from, why you're there, etc.)
- Your vision
- What they can expect
- End on time

3,000 / 40 Principle:

In a given year, the average church has only _____ hours to influence a student's life. The average parent has over _____ hours in that same year.

4. Be _____

4 things to help you...

1. Keep your _____.
2. Mind your _____.
3. _____ appropriately.
4. Respond _____.

5. Get _____

How can you help another department in the church this week?

What is a restaurant in town that you haven't been to yet?

Who is a person you would like to meet for lunch but haven't yet?

"When we believe people truly are acting in our best interest, we tend to trust them. When we believe that they are not acting in our best interest, we do not trust them. It's that simple." -Stephen M. R. Covey

LESSON 5:

Make Things Better

*"What got you here won't get you there."
-Marshall Goldsmith*

Instead of calling them "changes," you could call them, "_____."

The church hired _____ for a reason.

5 Steps to Move the Ministry Forward:

1. Set _____

S _____

M _____

A _____

R _____

T _____

Activity doesn't equal _____.

What are 2 goals you can set that will add clear, obvious value?

1.

2.

2. Grow Your _____

If you do everything by _____, don't expect to reach your goals.

"High-performance teams focus on talent, skills, and community." -Mark Miller

3 Keys to a High-Performance Team

a. _____ talented people.

Don't rely on _____ updates or _____ announcements.

"I think you'd be great at working with students. They would love you!
Would you be interested in meeting up for lunch one day to talk about
what that might look like?"

b. Helping them develop the _____ they need.

Every volunteer should be clear about their _____ and their _____.

They should be able to answer these 2 questions:

What am I supposed to be doing?

What does success look like?

Give them the _____ and training they need to do a good job.

c. Building _____.

We all want to do good _____ with good _____ and have a good _____.

Think of creative ways to show _____.

Personal _____ go a long way toward attracting and retaining
key volunteers.

3. _____ on It

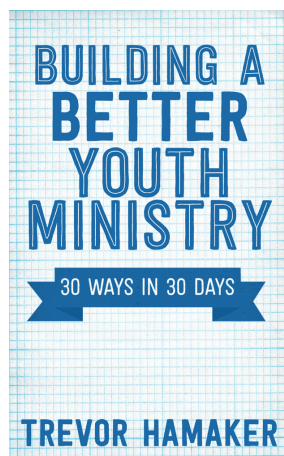
The place where you meet must be appealing to students.
What is one way you can make it better?

The topics you teach must be helpful for students.
What is one way you can teach better?

The things you do must be engaging for students.
What is one way you can plan better programs?

The way you get the word out must be relevant for students.
What is one way you can promote your ministry better?

Suggested Resource:



“At some point, every youth pastor has wished they had a blueprint to help them grow their ministry. In many ways, Building a Better Youth Ministry is exactly that. Deeply practical and incredibly insightful, this book is a must read for youth pastors.”

-Jason Gaston, Pastor of Family Ministries,
The Summit Church, Raleigh-Durham, NC

4. Point Out _____

Stay focused. Keep working. Keep _____ the word.

"In successful situations, people build on this momentum to make a vision a reality by keeping urgency up and a feeling of false pride down." -John Kotter

You want _____ in the church to see that you're doing a good job.

Progress is _____, and excitement is _____.

5. Stay _____

Consistency creates _____.

Predictability builds _____.

People show up when they expect something _____.

You never know when someone will show up for the _____ time.

Your first 90 days are like a dress rehearsal. You're just getting _____.

Don't get stale.

Don't compromise.

Don't let up.

Keep moving _____.

Course Summary

Understand the Situation

1. The Church

Take time to get familiar with the church's past. Learn about the other staff members. Figure out what's been changed and what's already been tried. Get the names of key influencers and meet with them.

2. The Ministry

Put on your journalist hat and start asking Who? What? When? Where? Why? Discern which type of situation you're walking into so you can plan accordingly. You need to become the subject-matter expert about your ministry.

3. The Town

Go online and look up the demographic data for your zip code. Drive around and get a feel for the kinds of people you'll be reaching and serving.

4. The Schools

Go to every school. Pray in the parking lots. Go inside and meet the administrators. Ask about Christian clubs that meet on campus. Find out how you can help.

5. Other Churches

Visit other churches to find out what they're already doing. Let them know before you show up, and always thank them for letting you stop by. Follow other local churches and youth ministries on social media.

Evaluate Everything

1. The Environment

Everything outside and inside your church sends a message to attenders. People say, "Wow!" when things are better, nicer, brighter, and cleaner than they thought they would be. Make a list of things that need to be cleaned up.

2. The Volunteers

Your volunteers fall into two categories: dedicated and done. You want the right people on your team and the wrong people off the team. Meet with each volunteer. Get to know their stories. Ask for their opinions about what's been working and not working in the ministry.

3. The Programs

Identify the purpose behind everything on your ministry calendar. Figure out who you're trying to reach and what you're trying to accomplish every time your students meet. Make notes about what could potentially be added or eliminated.

4. The Marketing

Check out the website and social media accounts. Find out who is responsible for keeping the information up to date. Looking for ways to simplify, clarify, and streamline the messages you're sending out.

5. The Budget

Assign dollar amounts to each budget category for each month of the year. Look for ways to save money. Identify line items that are producing low returns on the investment you're making. Think of creative ways to use money differently.

Build Trust

1. Learn Names

You will build trust when you use people's names. A person's name is the sweetest and most important sound in any language. Pay attention, learn their names, and use them in conversation.

2. Leader Meetings

Meet with each leader individually. Thank them for their service. Explain what you've seen and where you're headed in the future. Ask them if they want to stay on the team.

3. Parent Meeting

Have a meeting right after church on a Sunday. Provide lunch and childcare. Share some personal stories, introduce your family, and talk about your vision for the ministry. Let them know what they can expect, and collect their contact information.

4. Be Professional

Being professional will help you build trust by elevating the perception that people have of you and your ministry. Keep your promises. Mind your manners. Dress appropriately. Respond promptly.

5. Get Involved

Getting involved in the community and other areas of the church will help you develop a deep connection with the place you live and the people you're serving. When people see you going the extra mile, they'll trust you and support what you're doing.

Make Things Better

1. Set Goals

Focus on things you can implement quickly. Think about things that add clear, obvious value. Create SMART goals: Specific, Measurable, Attainable, Rewarding, and Time-Bound.

2. Grow Your Team

Build a high-performance team by recruiting talented people, helping them develop the skills they need, and building a community in which they know and care for each other. Create clarity by giving each volunteer a role and a goal.

3. Work On It

Review your evaluation notes, ask the right people for help, and make incremental improvements every week. You'll make significant progress in a short amount of time and people will notice.

4. Point Out Progress

Keep the pedal down. Talk about your progress. Post about it on social media. Get people talking. Help them see that things are getting better. Progress is exciting, and excitement is contagious.

5. Stay Consistent

Consistency builds predictability. Predictability builds expectation. And people show up when they expect something good. You never know when someone will show up for the first time, so you should pay as much attention on your 91st day as you do on your 1st day.