

3 Key Elements to a Thriving Small Group: Why Purpose Is Critical

A webinar presented by:

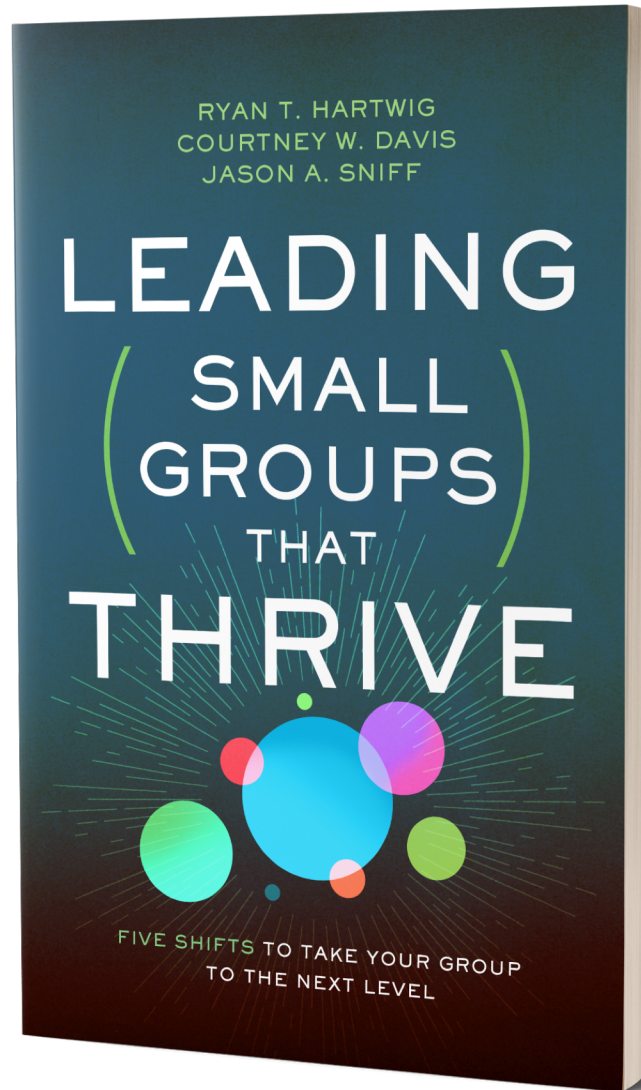
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Dr. Ryan T. Hartwig

Dr. Courtney W. Davis

Jason Sniff

February 19, 2020



**Coming August 2020
from Zondervan**

SmallGroups.com

Speakers:



Bill Search: Regular Contributor at SmallGroups.com. Author of newly released *Vibrant Small Groups* book.



Dr. Ryan T. Hartwig: Dean of the School of Humanities & Social Sciences, Professor of Communication at Colorado Christian University.

Speakers:



Dr. Courtney W. Davis: Associate Professor of Communication Studies at Azusa Pacific University.



Jason Sniff: Pastor of Small Groups at Eastview Christian Church in Normal, IL.

Today:

- 1. Discover:** what matters most to build small groups that thrive
- 2. Define:** your small group ministry's unique purpose
- 3. Recruit:** leaders with the faith and skills you're looking for

DISCOVER:

What matters most

Our Research Approach

Pastor + Ministry data

1. Weekly attendance
2. Denomination
3. Location
4. % Participation in small groups
5. Leader training and development
6. Recruitment

Member data

1. Time spent doing what
2. Group discussion
3. Group conflict
4. Biblical community
5. Leader characteristics and commitment
6. Communication frequency

Leader data

1. Small group purpose and priorities
2. Leader development
3. Commitment to the group
4. Multiplication
5. Group composition

Key outcome variables

1. Individual spiritual health
2. The group's contribution to individual spiritual health

A Few Interesting Findings

Five Shifts to Take a Small Group to the Next Level

Shift #1:

Confused to Compelling

Energize Your Group by
Articulating Your Purpose

Shift #2:

Disengaged to Dedicated

Set the Stage to Keep
People Coming Back

Shift #3:

Mine to Ours

Cultivate Commitment
Through Shared Ownership

Shift #4:

Trivial to Transformative

Stimulate Meaningful Discussions

Shift #5:

Avoidance to Embrace

Engage Difficult Conversations Without
Destroying Your Group

DEFINE:

Your Small Group Ministry's
Unique Purpose

Clearly-Defined Purpose

1. Fuels groups and ministries
2. Guides recruitment
3. Motivates members
4. Provides guardrails
5. Integrates with other programs

A Great Group Purpose

1. ***Clear:*** Is there a clear picture of the group's value?
2. ***Compelling:*** Do people hate to miss a gathering because your purpose matters so much?
3. ***Challenging:*** Must each group member meaningfully and consistently contribute to achieve your purpose?
4. ***Calling-oriented:*** Does your group help members accomplish God's specific calling on their lives?
5. ***Consistently held:*** Does every member articulate the group's purpose similarly, and pursue it consistently?

**You must clearly define purpose
at both the ministry level
and at the group level.**

Defining the Purpose of Your Small Group Ministry

Tips and Techniques

Helping Your Leaders Define the Purpose of Their Groups

Tips and Techniques

RECRUIT:

Leaders with the faith and
skills you're looking for

Roles Leaders Play

Visionary

Gatherer

Discussion Facilitator

Logistics Organizer

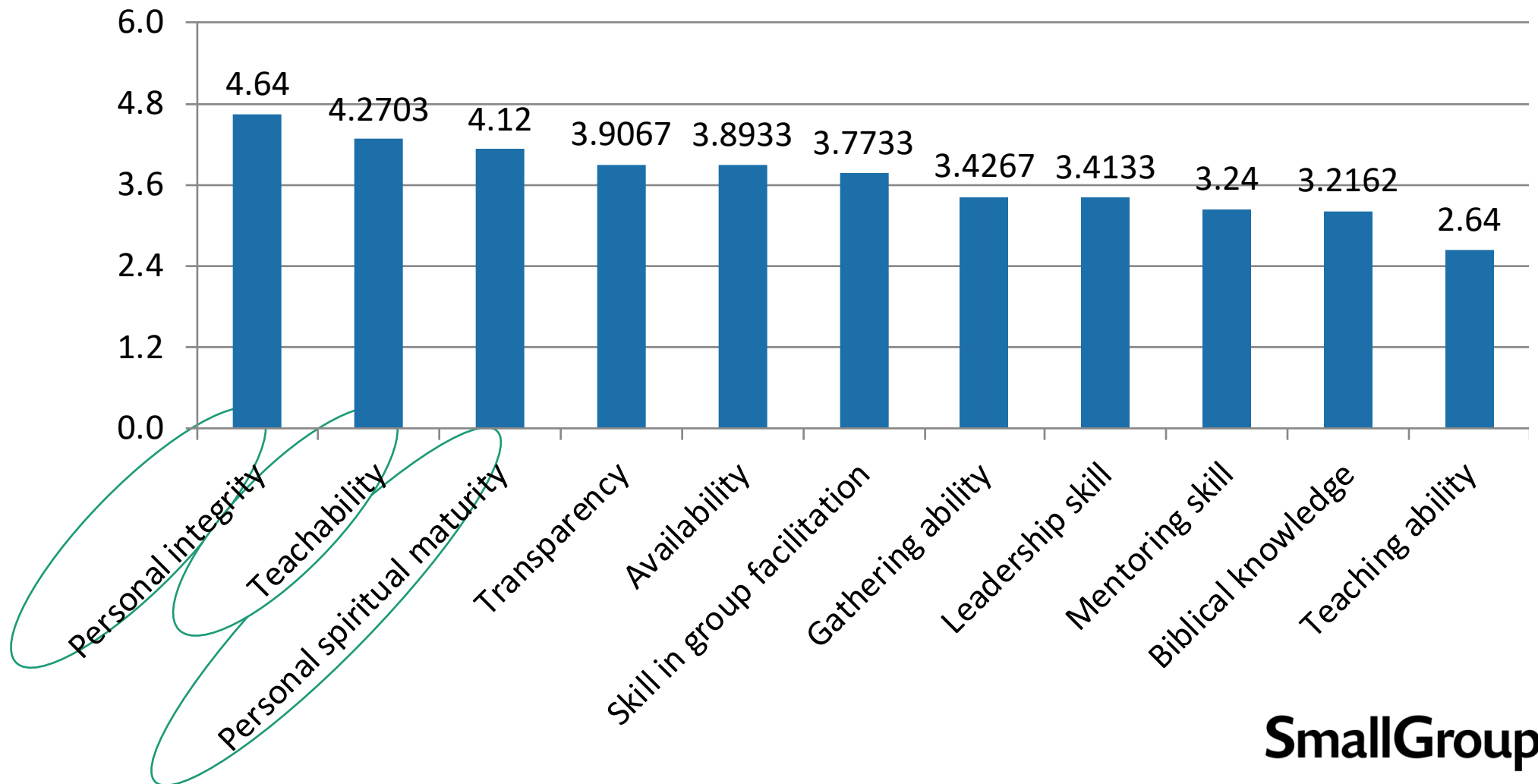
Intercessor (Prayer)

Spiritual Guide / Teacher

Peacemaker

Shepherd

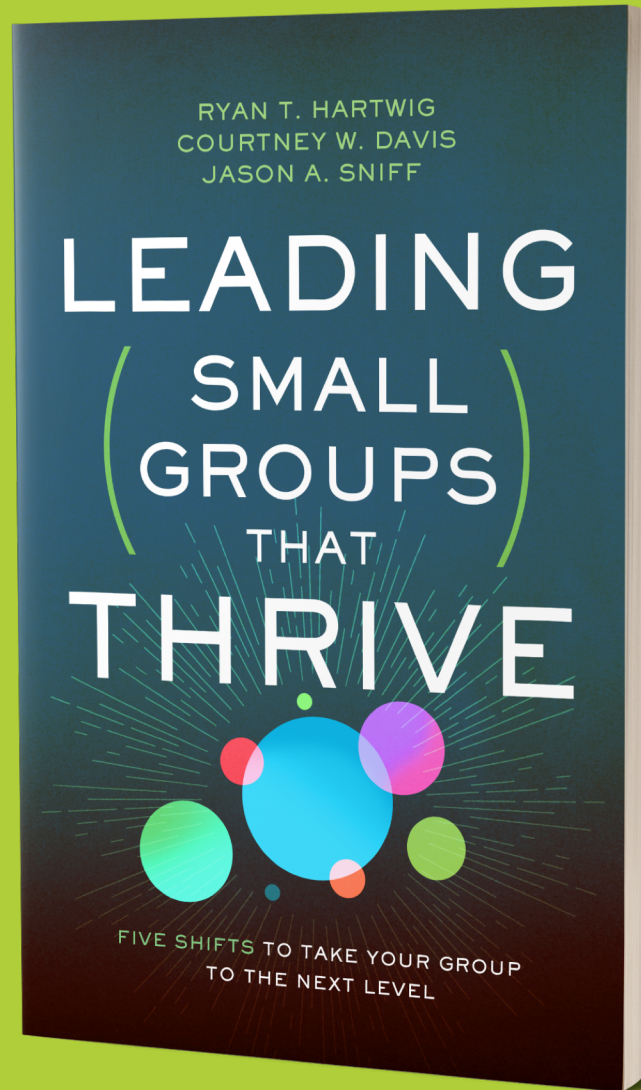
What Pastors Look For



Implications for Leader Recruitment and Training

Today, we hope we helped you to:

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August 2020
from Zondervan

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Q & A