



KNOW THE ONE

Barna Research Study:

- 3 out of 4 people say they want to grow spiritually.
- 77% of all Americans believe in a higher power.
- 44% say they are more open to God today than before the pandemic.

Listener Q&A:

Q: How do I pray with family or friends that may be far from Christ?

A: Make prayer as conversational as possible. People get intimidated by prayer because they think it has to be formal. We want others to see our authentic relationship with Jesus and our dependence on Him. When praying, keep it simple and conversational as we express our faith.

[Ask PC Your Question](#)

Pray First

The Bible says to pray without ceasing. That's impossible unless we look at it like how we text, sending 1 sentence messages. Start praying short, 8-second prayers. Bringing God into every aspect of your life will make your relationship with God more dynamic and real.

Know the One

- It is easy to focus on the numbers or how many people attend our churches, but it is more important to know who is coming.
- Our rally cry is "Know the One" because it is important to know and serve every person.
- The concept of leadership is not mentioned as much in the Bible as the concept of a shepherd.
- 1 Peter 5:2-4

How to be a Good Shepherd

1. A Good Shepherd knows the face of the flock

- Proverbs 27:23 – know not only who they are, but what they're going through
- 2 Ways to Know Your Flock:
 1. Get to know their name and say their name.
 2. Ask them to tell you their story.



2. A Good Shepherd wants more for them than from them

- Let them know what you want for them.
- How to want more for them:
 1. Use systems to build people, not people to build systems.
 - Don't ask: "How many people were at...?"
 - Ask: "Who was at...?"
 - The events exist for them.
 2. Don't rush them through the process.

3. A Good Shepherd is being shepherded

- You cannot care for people if you're not being cared for.
- We want to catch things early.
 - i. Early Stages: Cancer is harder to detect, but easier to cure.
 - ii. Late Stages: Cancer is easier to detect and harder to cure in a late stage.
- Every pastor needs a pastor.

Practical Ways to Know the One

1. Launch a membership engagement system

- This will be unveiled at GrowLeader Conference 2023.

2. There needs to be an increase in communication and information

- For years, Highlands used the hassle-free guarantee. But now, people want to be communicated with, in an appropriate and interesting way.

3. A focus on getting people back the second, third, and fourth time

- Ask people, "Is this your first time? How was your experience?"
- Make sure people know they are needed and known.

4. Improve your responsiveness

- We need to improve the speed at which we respond to inquiries because the world has gotten used to instant information.
- The top 1% of companies have the best and quickest responses.
 - Respond within 24 hours, you have a 1% chance of keeping that person.
 - Respond within 20 minutes, you have a 60% chance of keeping that person.
 - Respond within 1 minute, you have a 98% chance of keeping that person.



5. Lean more into relational environments

- Serve people in a relational way. Find ways to get people to linger in the lobbies, spend time together before services (First Wednesday).
- The longer the linger, the stronger the member.

It Starts with Me

- Knowing the one does not start with telling your staff to do it. It must start with us.
- If we will lead as leaders in getting to “Know the One” by modeling it and showing it to our teams and churches, it is a great way to grow our churches.

RESOURCES

- [How to Create a High-Touch Environment](#)
- [Ask PC Your Questions](#)
- [GrowLeader Conference 2023](#)
- [GrowLeader Regionals](#)
- [Monthly Mentoring with Pastor Chris](#)
- [Free Church Resources](#)
- [Previous Episodes + Show Notes](#)
- [The Wesleyan Investment Foundation](#)
- [Great American Family Network](#)
- [Compassion International](#)