

## ACHIEVING GROWTH WITH DONALD MILLER

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### Summary - How to Grow Your Small Business

- You business or organization works like a plane and is made up for 6 parts:
  1. Cockpit – Leadership:
    - a. Cast a vision and say where you are going.
  2. Right Engine – Marketing
  3. Left Engine – Sales
  4. Wings – Products
    - a. For a church, these would be ministry outlets you focus on:
      - i. Next Generation: Kids, Students
      - ii. Men and Women
      - iii. Couples
  5. Body – Overhead & Operations
  6. Fuel Tank – Cash Flow
- By effectively managing these elements, leaders can achieve growth and success in their endeavors.

“The six frameworks that are in *How to Grow Your Small Business* will work for a non-profit, for a church, or anything.” - Donald Miller

### Clarity of Vision

- Leadership and storytelling share parallels in the need for a Controlling Idea or Vision.
- The Controlling Idea (Vision) should align with subplots (Products or Ministries) that support the overall mission.
- Leaders must have the courage to say “No” to initiatives that don’t align with the Vision.

### Three Phases of Commitment

- It’s important to understand that people go through three phases before making a decision:
  - Curiosity – short phase; survival oriented
  - Enlightenment – understanding the offering



- Commitment – taking action
- The length of each phase varies based on the offering size, with smaller offerings having shorted phases and vice versa
- Effective marketing should address all three phases, while sales focuses on asking for commitment and affirming the decision.

### Optimizing What Works

- Leaders work closely with their teams to find the flow of what's working and what's not.
  - Eliminate anything that doesn't honor God or isn't effective.
  - Once what's working is identified, optimize it to maximize its impact.
- From there, let's continually assess and adapt strategies to remain effective in reaching people for Christ!

“Whatever is working and what honors God, we are going to highlight; and whatever isn't, we are not going to be married to it.” - *Donald Miller*

### Discussion Questions

See the next page for Discussion Questions that will help you and your team get the most out of this episode!

### RESOURCES

- [Ask PC Your Questions](#)
- [Financial One-Day](#)
- [GrowLeader Regionals](#)
- [Monthly Mentoring with Pastor Chris](#)
- [21 Days of Prayer](#)
- [Free Church Resources](#)
- [Previous Episodes + Show Notes](#)
- [The Wesleyan Investment Foundation](#)
- [Great American Family Network](#)
- [Compassion International](#)



**DISCUSSION QUESTIONS:**

Keep growing to reach your full potential by asking yourself and your team these questions:

**Clarity of Vision**

- 1. What is the clear and compelling vision for our business, church, or organization?

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- 2. What products / ministries do we offer? Do they align with our overall vision / mission?

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**Three Phases of Commitment**

- 1. Is our marketing strategy effectively addressing each phase to engage and nurture potential customers or members?

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- 2. How can we improve our sales approach to confidently ask for commitment and assure people that their decision is the right one?

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**Optimizing What Works**

- 1. What aspects of our business or ministry are working effectively?

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- 2. What strategies can we implement to optimize and enhance what's already working to maximize our impact?

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