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# From Consumer to Participant: Engaging Your Congregation

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# Who I am and how I spend my days

## Coach, equip, and send

Executive coach, consultant, university professor, speaker, author, church small group leader, wife, and mom

## Qualifications and certifications

- Ph.D. Communication and Organizations, UC Santa Barbara
- Co-Author, *Leading Small Groups that Thrive* (2020, Zondervan)
- Associate Certified Coach (in progress), Int'l Coach Federation



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## **A question I am asking in multiple contexts:**

How do we engage in groups and organizations so that we send others more whole in Christ and more equipped for the glory of God and the good of others?

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# Engaging Your Congregation

- The Problem(s)
- The Vision
- The Plan
- The Call to Action
- Q+A



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# The Problem(s)

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## Some questions YOU may be asking

- How do we more effectively engage our congregants beyond Sunday mornings?
  - How do we build fully staffed service teams? (e.g., turnover, recruitment, volunteers not skilled in the areas we need, getting committed volunteers, etc.)
  - How do I get people to see the value of being involved when it seems like "everything is covered?"
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## Why don't congregants serve in your local church?

- Time / Commitment; too many other events
  - Onboarding process, lack of follow up, waiting too long to get connected
  - Volunteers are overworked, underappreciated, experience burnout
  - Staff does too much, leaving too little for volunteers to do, which causes apprehension in stepping up to serve, not knowing where to serve, and/or spiritual apathy
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# The Vision

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For service teams to be a first step toward becoming a part of **your local church family**, where the people of God share what they have and are equipped for **more**, growing in unity in Christ and community with others.

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# The Plan

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# The Plan

- Develop + refine the team **purpose**
- Develop **structure** for predictability
- Develop people in order to **equip + send**



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## Develop + Refine the Purpose

- Their Why
- The Team Why = Team Purpose

Their Why prompts them to join.

The Team Why compels them to stay.

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## Develop + Refine the Purpose

- Why do people JOIN your teams?
- Why should team members STAY on your team?

A Purpose Development Worksheet, for your use, is available [here](#) or here:



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## Examples of Purpose Statements

- *To glorify God by leading kids in a growing relationship with Jesus Christ, rooted in the gospel.*
  - *To welcome first- and second-time guests with generous hospitality and authentic connection, as Kingdom ambassadors.*
  - *To raise up the next generation of believers to be rooted in the gospel, Biblically literate, with extravagant compassion.*
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## Develop **Structure** for Predictability

- Onboarding newcomers to the team
- Group size
- Meeting frequency, serving seasons
- Meeting location

...all driven by **purpose!**

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# Develop **Structure** for Predictability

- What is **ONE QUESTION** you want to engage about the structures related to your team?





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## Develop People: **Equipping**

- Delegate authority, rather than tasks.
- Communicate often between meetings.
- Recognize bids for ownership.



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## Develop People: **Sending**

- Equip to send UP into greater (lay) leadership and responsibility in our church and/or on our service teams.
- Equip to send OUT to Judea, Samaria, and the ends of the earth.



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## Develop People: **Sending**

- **Identify.** Who are 2-3 people who could step up and in further to church (lay) leadership?
  - **Invite.** Affirm giftings in potential leaders and invite them to try out leadership on your team.
  - **Invest.** (Ferguson & Bird, 2018)
    - I do. You watch. We talk.
    - I do. You help. We talk.
    - You do. I help. We talk.
    - You do. I watch. We talk.
    - You do. Someone else watches.
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# The Call to Action

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## The Call to Action

- What is **one meaningful takeaway** from our time together?
- What is **one actionable step** you can take today or this week?
- **Who** will you engage to move this conversation forward?



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**Q+A**

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