

LEADER CONVERSATION GUIDE

Why Churches Become Insider-Focused (and How to Fix It) - Episode 202

Common Core Issues

There are five common core issues we see in churches that are stuck:

1. They lack clear mission and vision
2. They don't have a clear discipleship path
3. They have become increasingly complex
4. They are inward-focused
5. They are led by weak leadership

In this week's episode, we'll focus on core issue number four: an insider-focus. Most churches start with the same mission: reach new people for Jesus. But as "new people" become "church people," the voices on the inside of the church become louder. People are coming, and we want them to keep coming. People are giving, and we want them to keep giving.

Eventually, our mission shifts from reaching the people on the outside, to appeasing the people on the inside.

Once this shift occurs, our church is headed toward decline. That's why Tony sat down with Michael Moore, the Executive Pastor at [Faith Chapel](#) and consultant at The Unstuck Group, to discuss the ways his church has fought to overcome the external-focus tendency, and how other church leaders can do the same.

Michael also shared an interesting approach when it comes to engaging your church in outreach. Think about this:

"If we talk to our congregation about reaching 'the community,' that's too big. Most congregants don't know everyone in their neighborhood, let alone their city. But if you break it down, there are people in your family who are far from God. There are people at your job and people you run into everyday that are far from God. What does it look like to make a relational investment in them? So it's about planting those seeds—not in your community, maybe not even in your neighborhood—but reaching a small group of people that will run across your path throughout the week."

Four Key Takeaways for an External Focus

1. **Be intentional about shaping culture.** Your staff *and* your congregation need to embrace this fundamental belief: my church is for me, but it's not about me.
2. **Clarify who you are trying to reach.** Your mission field isn't a location; it's a group of people.
3. **Plan for guests to show up.** Your weekend experiences should be planned with newcomers and new believers in mind.
4. **Identify distractions that might be pulling you off-mission.** Just because something is helpful or good doesn't mean it will advance your mission.

Next Step

If you want to overcome an insider-focus, begin to shift your teaching to speak to two audiences: people who already follow Jesus and are already connected to your church, and guests who are joining you for the first time and may still be considering the claims of Christ. Every service should help both groups of people take their next step toward Jesus, although those steps may be different.

More Resources

Explore the Unstuck Process

Over the last 10 years, we've helped 500+ churches clarify the vision (where they believe God's called them to go) and their strategies (how they are going to get there) through our church consulting process. Learn more about how [our process](#) can help you get perspective on where you are today, clarify a path forward, and start achieving wins in the first 90 days [here](#).

RE-ENGAGE: An Unstuck Roundtable on Carrying the Mission Forward in the New Normal

Sign up to join us on July 20 for a [FREE Webinar](#) on the best practices and learnings from churches who are leading the way in reopening and re-engaging their people. We can't promise you all the answers, but it's our hope that you will leave this event re-energized and empowered to lead well in the Fall 2021 season.

Listen to the episode on iTunes or at theunstuckgroup.com/episode202.