

RENOV8

workshop series

COMMUNICATE

Information, Expectation,

and Healthy

Culture Formation

implementation guide

RENOV8 Workshop
COMMUNICATE:
*Information, Expectation & Healthy
Culture Formation*

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Lesson 1: Team Culture and Communication

1. On a scale of 1 - 10 (10 being the best), how healthy is your worship team culture?

1 2 3 4 5 6 7 8 9 10

2. What's the healthiest area?

3. What areas need significant improvement?

4. Which of those areas are keeping your team from reaching that "next level of exceptional?"

5. When you heard this short definition of culture...

"People like us do things like this." (Seth Godin)

....did anything come to mind specific to your team? If so, what?

Lesson 2: Communicating Mission, Vision, and Purpose

1. Do you already have any guiding statements like a purpose, mission, or vision statement?

If yes, how does it measure up to the criteria in this lesson:

- Clearly and succinctly stated.
- Action-oriented.
- Reminding us why we're doing what we're doing.

If you don't have a purpose or mission statement, a "why we exist and what we're doing about it" kind of statement, then follow the steps to below to create one. Or, if you already have one, use the steps below to revise it, if needed.

2. Answer these questions below in the framework. But don't try to craft a "public" statement. Simply write words, phrases or bullet points to answer each one.

Purpose Statement Framework:

A) What do you do?

B) How do you do it?

C) What benefit do you deliver?

D) And for whom?

3. The next step is to craft a statement from what you've written. Remember, try to keep your statement under 40 words or 200 characters.

If it's helpful, you can frame your statement under these two questions:

- What do we do?
- How do we do it?

4. Now that you've written it, check it against the criteria in this lesson:

- Clearly and succinctly stated.
- Action-oriented.
- Reminding us why we're doing what we're doing.

Also,

- Does it answer these questions: *What do you do? How do you do it? What benefit do you deliver? And for whom?*

And is it...

- Under 40 word or less than 200 characters?

5. Deconstruct it.

After you create a statement that is ready to be a “review” draft—that is, you’re ready to share it with a small group of core team members or leaders—take some time to “deconstruct it.” That is, write a fuller explanation for significant words and phrases.

If you need help with this, rewatch Lesson 2 starting at 5:23

Lesson 3: Write Values that Get Remembered

Follow these steps below to write your three core values.

If you already have core values written, consider using these steps to pare them down to three single words to make them more 'over-arching' and memorable.

1. Answer these questions to help uncover or point to what your values might be:

- What are you crazy-passionate about as the leader of this team.

- What gets your team excited?

- What things upset you or make you angry when they are left undone or done poorly?

- What things upset your team (or make them angry) when left undone or done poorly?

- What have been some of the best experiences you have had related to your worship ministry?

- What have been some of best shared experiences that your team has had together?

Remember, these answers probably won't be your core values, put they are signs pointing to your core values.

2. Set a timer for 11 minutes and write every word or phrase that comes to mind when you think about this question: *What's important for this ministry and me?*

Don't filter. Don't self-edit. Don't ask if that's "really" important. Just write.

3. Look at your list on the previous page. Circle the words or phrases that you think need to be encompassed in a core value.

(Clarification: these words don't need to actually be the core value—they just need to be a part of it.)

4. Of those words you circled, group them together with similar values or ideas. Draw lines between the similar words. Once you complete that, write your grouped word in separate lists.

It's OK if a word or phrase gets put into two different groups.

5. If you have more than three lists, which three lists strike you as the most important? Put a star next to those lists and go the next question. (See #8 if you have more than three lists.)

6. What is an over-arching word (or two-word phrase) that sums up each list? (If you need ideas, thesaurus.com is helpful.)

7. Take a moment to write a short guiding summary statement for each core value:

Core Value 1: _____

Summary Statement:

Core Value 2: _____

Summary Statement:

Core Value 3: _____

Summary Statement:

8. If you had more than three groupings of words, look at each word/phrase in those lists and ask:
 - Can this fit as a secondary value underneath one of the over-arching core values?

 - Could this be an 'expectation' masquerading as a value? In other words, it's something that's you believe it's important, but it can be spelled out as an expectation or a guideline, and not necessarily a core value.

Lesson 4: How Communication Creates Ownership

The Five Communication Tactics to help deepen commitment are listed below, including questions & tips to help you implement these tactics, if you aren't already doing so.

1. Create an expectation of response.

- What are some ways your scheduling system could require more ownership and response from your team members?

- What are other areas in your ministry where you can more clearly call for a response from team members? And how can that response deepen their sense of ownership or commitment to the team?

Examples might include communication for training events, all-team meetings, special services, etc.

2. Invite and model healthy team conflict.

- What are some ways you need to “step into” healthy conflict more often.
- Are there places where you're being “unkind” because you aren't clear with expectations?
- What are some ways your team engages in healthy conflict well? What are some ways they don't?

3. Make your mission, values, and expectations crystal clear BEFORE, DURING, and AFTER the qualification process.

- Does your new team member qualification process spell out team expectations before people even start the process? If not, how could you make that happen?
- In what ways does your current qualification or audition process both introduce and reinforce your mission/purpose, values, and expectations.
- Does your orientation or onboarding process contain a class, document, handbook, or other element to communicate all of the expectations and policies of your ministry, so qualified new team members know and understand them?

4. Create simple and portable statements that support and reinforce your vision, mission, and values. Repeat *ad nauseam*.

- What are some ways that you can communicate your mission/purpose and core value with short, memorable statements.
- If you're not good at "word-smithing," who in your team or church could help you?
- Do any of the examples from the training fit your ministry? If they do, feel free to steal them. :)

5. Invite weigh in to get buy-in.

- What are some situations in the past that you recognize you should have worked to get more buy-in from your team?
- What are some ways you can use this weigh-in / buy-in principle with this process of creating a mission statement, core values, and expectations/policies?