Momentum = Forward motion fueled by a series of wins.

You love your problems when you have momentum.

Ministries that lack momentum are a drag.

We all know what momentum is not by definition but by experience.

In the marketplace when a company lacks momentum they do something about it immediately.

The church can go generations without changing anything.

Churches can tend to be anti-leadership culture.

The mission for most churches is “pay the bills.”

If we pay the bills, why do we need to change?

Momentum is disruptive.

Momentum is all about moving forward and leaders like things to move forward.

You either have it or you don’t.

When we come across churches with momentum in our community, it’s our natural tendency to say, “If I had __________, I would have momentum too.”

We tend to excuse momentum of other organizations.

If you have momentum right now and don’t understand what to do with it, you are one decision away from killing your momentum.

If you lack momentum, you’ll expend a lot of energy trying to gain it because you don’t have the principles of how to gain and sustain momentum.

We have a bad habit to say “well God’s just blessing…”

Better to ask. What exactly is God blessing?
Three Components of Sustained Momentum

1. New
   A. New triggers momentum.
   B. Anything new, by definition, generates some kind of momentum.
   C. The momentum can be positive or negative.

   • Negative Events – Negative Momentum [9/11]
   • Negative Events – Positive Momentum [Rescue of coal miners]
   • Negative circumstances are the fertile soil for a burst of positive momentum.
   • Positive Event – Positive Momentum = New Sports Franchise.

D. Organizational Momentum is often triggered by one of three things:

   • New leadership
   • New direction
   • New product [program]

Implication: When evaluating an organization or program or program that lacks momentum, ask “Do we need a new leader, a new direction, or a new product? Or do we need some combination of the three?

E. Momentum is never triggered by tweaking something old. It is triggered by introducing something new.

   • Tweaking something that’s mediocre will never create momentum.
   • We spend too much time in meetings trying to tweak something old.

Warning: New does not guarantee sustained momentum. But new is an essential trigger for momentum.

2. Improved
   A. The new must be a noticeable improvement over the old.

When evaluating a new option, ask, “Is it a significant improvement over wheat we had before?”
B. If you can’t afford an improvement, let go of what’s not effective to make space for something new.

- In business it’s easy to make these decisions because things rise and fall on money.
- Churches can sustain themselves financially for generations without making change.
- Find a way to fund it by defunding something else.

**Warning:** Even a significant improvement has a shelf life.

3. **Improving**

A. Momentum is sustained through continuous improvement. [Example: household products that continue to improve]
B. Continuous improvement requires systematic evaluation. [Evaluation has to be built into the rhythm of the organization.]
C. Continuous improvement requires unfiltered evaluation. [Feelings will be hurt. Sacrifice the one for the many.]
D. Continuous improvement requires that nothing and nobody be off limits. [If you are not evaluating the areas where you are experiencing momentum, the clock of your success is ticking down.]

- Everything you do and everything your church does is being evaluated every week. Are you learning from other people’s evaluation of you? Why not build a feedback system?

**Applying “New and Improved" to the World of Ministry**

- New Personnel
- New Programming
- New Season [Shut programs down for a season so they can relaunch]
- New Series
- New Look
- New Venues

**Improving**

- Look for ways to upgrade your presentations.
- Visit other organizations.
- Attend other churches.

**Momentum Stoppers**

- Disengaged leader.
- Overactive management. [Momentum always creates an element of chaos, managers like to minimize it. Managers manage, leaders create momentum]
• Complacency. [Nothing works forever.]

- You rarely regain momentum by simply doing what you did to create it in the first place.
- Understanding momentum is sometimes more important than knowing your history.
- Don’t get too complex. [New organizations are always simple.]

Random thoughts…

✓ Gather feedback from multiple sources.
✓ Evaluation has to be environment-specific.
✓ Clarify the win for everything you do.
✓ You can’t evaluate effectively if no one knows what a “win” is.
✓ The goal is never to be fair, the goal is to do the right thing.
✓ Don’t add programming, add steps.
✓ When considering something new, ask “Is it an easy, obvious step toward community?”