



Developing a Five Star Ministry – Part I

January 28, 2018

Reverend Tyrone McGowan, Pastor

I. The Reasons for Church Decline

- Many churches are content with having a **mediocre** existence.
- Churches have a mentality that **sincerity** is all God wants.
- Church people are forever making **excuses**.
- More than **80%** of U.S. churches have plateaued or are declining.
- Churches operate in shoddy and less than the **best** spirit, which does not motivate people to become a part of the Church.
- Most churches are structured to provide ministries for those who are already **inside our doors**.
- Most Churches think they are **better** than they really are.

II. The Redefinition of Church Vocabulary/Terms

- Churches are **subconsciously rated** like other institutions.
- **Ratings & buildings** don't keep people coming back.
- Church members and visitors are like **customers**.
- Churches must be leaders in **excellence** and **customer services**.
- Churches must be **market sensitive**.
- People rate churches on how they are **treated** and by what they **hear, see, and feel**.
- Church members must be trained in **customer service** and **quality management**.
- Quality **care** does count.

SOME OBSERVATIONS ABOUT CUSTOMER SERVICE

1. Poor service is the number one reason American companies lose business.
2. The average dissatisfied customer tells nine others of the dissatisfaction.
3. It costs between 5 and 10 times as much to attract a new customer as it does to keep an old one.
4. Excellence leads to increased sales.

III. The Recommendations to Churches Concerning People

- We must be **vendors** of spiritual growth opportunities.



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- Churches must have excellence with their **property, programming, and publicity**.
- Churches must never compromise on the **message**, but must change the **methods** if they are to meet the needs of people.
- Christians must remember that we are **ambassadors**. We serve as liaisons between **God** and **humanity**.
- Capitalism, higher education, greater affluence and market competitiveness all influence a person's decision to **join a church**.
- As our **culture** changes, we must respond to its needs in a **different way**. If we do not, we will lose **touch** and eventually **close** our doors.
- Churches must put **God** first and **people** second.
- Top service organizations gain reputations **for second mile service**.
- Churches that seek to grow will develop **events, programs and services** that attract more people.

Selected Scriptures

- **II Corinthians 5:20** – We are therefore Christ's ambassadors, as though God were making his appeal through us. We implore you on Christ's behalf: Be reconciled to God.
- **Mark 12:33** – And to love him with all the heart, and with all the understanding, and with all the soul, and with all the strength, and to love his neighbor as himself, is more than all whole burnt offerings and sacrifices.
- **I Corinthians 9:22** – To the weak became I as weak, that I might gain the weak: I am made all things to all men, that I might by all means save some.
- **Genesis 1:10, 12, 18, 21** – 10. And God called the dry land Earth; and the gathering together of the waters called he Seas: and God saw that it was good... 12. And the earth brought forth grass, and herb yielding seed after his kind, and the tree yielding fruit, whose seed was in itself, after his kind: and God saw that it was good...
18. And to rule over the day and over the night, and to divide the light from the darkness: and God saw that it was good... 21. And God created great whales, and every living creature that



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moveth, which the waters brought forth abundantly, after their kind, and every winged fowl after his kind: and God saw that it was good.

- **Matthew 28:19-20** - 19. Go ye therefore, and teach all nations, baptizing them in the name of the Father, and of the Son, and of the Holy Ghost: 20. Teaching them to observe all things whatsoever I have commanded you: and, lo, I am with you always, even unto the end of the world. Amen.
- **I Corinthians 14:33**, 40 – 33. For God is not the author of confusion, but of peace, as in all churches of the saints. 40. Let all things be done decently and in order.