



FIMP Ministry Training Topics

A Church Culture of Friendliness... Developing a church that is naturally friendly not just with one another but also with guests and then doing the “extras” for guests that friendliness calls for.

Bridging... Understanding the power of connecting guests with the church’s desired next steps through personal interactions and relationship building.

Preferred Guest Sequence... Designing an intentional plan for every guest visit in order to achieve maximum benefit for the church and guests, avoiding the haphazard occurrence in which church-intended and guest-required services are simply bypassed.

Follow-up Strategies... Defining a principled and systematic approach for re-connecting with guests after their visit.

The Web and Guests... As many as 80% of guests will look online to learn about a church before they ever get to the front door. That virtual visit is for many guests the only visit they will make to the church. Is it important? No question!

Red Zone... Defining what should happen about 10-20 feet inside the church door when a church guest enters the Red Zone. Because this is the pinnacle of a guest’s uncertainty and anxiety, the Red Zone is the place to score some points with the guest by offering a response to the guest’s felt needs.

Vision... One reason that church’s fail at effective guest services is simply because their vision for the ministry is lacking. Weak and inadequate vision results in weak and inadequate guest services. This training offers assistance developing a guest services vision.

Empathy with the Guest... It is easy for regular church attenders to lose sight of what it is like to be a guest. Failure to understand the guest experience can result in careless and routine procedure rather than compassionate and innovative ministry. This training encourages empathy with guests.

Building Effective Guest Services at Church... A step by step guide to developing a complete ministry to guests attending your church. Vision. Empathy. Ministry. Team. Implementation.

Best FIMP Practices... Improving Guest Services practices by identifying what Best Practices churches are using to enhance the guest experience. Practical. Innovative. Maybe provocative.

Virtual Guest Experience... A fun and eye-opening role play by your church leaders discovering what it is like to visit your church if they were someone else (a mix of characters) driving by, parking, entering, congregating, worshipping, exiting, etc., for the very first time.

First Impressions... Make no mistake: first-time guests walk away from a church visit with a litany of immediate reactions. Not uncommonly, those first impressions, good or bad, are the basis for their decision making about a return visit. Learning how First Impressions affects a guest visit can elevate a ministry to guests to a whole new level.

Phases of the Guest Visit... The scope of a guest visit is much bigger than many people think. It starts before they ever get to the door and ends after they leave the building. Understanding the various phases of the guest visit will improve the chances a church will be effective in ministering to them.

