



Church Impact Assessment

What Impact are you having today? What could your Impact be if you had tools to consistently assess Impact?

Churches exist to have an Impact that is both temporal and eternal. The danger in measuring progress is that one can either over-spiritualize things and ignore operational realities, or one can over rationalize things and ignore the bigger context of eternity. Defining the right view of the future and measuring progress in moving towards that view is essential.

Beyond vision and measurements, a church needs the right wineskin. In everyday language, a wineskin is an Operating Model that ensures that the product (the wine) gets to the right customers at the right time. The Institute works with churches to clarify all components of the Operating Model. We then identify leakage in the wineskin that may cause a loss of Impact. For many years, The Institute has conducted Impact Assessments with Christian ministries and other non-profit organizations. Our strategies have helped organizations radically increase the throughput of their ministries with limited impact on staff and budget.

The Institute's web-based diagnostic tools provide measures of perceived Impact for 10 drivers of Impact that comprise the operating model of organizations. Misalignment between people, departments and components of the Operating Model costs money. The Church Impact Assessment (CIA) quickly reveals such misalignment.

The Impact Assessment also measures performance gaps by providing a comprehensive snapshot of the ministry. Analysis includes the degree of executive alignment, how perceptions differ across departments, and how perceptions change over time. By comparing to our baseline of information, we are able to make recommendations on strategies to address Impact gaps. Organizations have benefited greatly from our Impact Assessments which quickly analyze an organization from all aspects: organizational vision, product development, marketing, internal processes, corporate positioning, and economic model. Points of disconnect or misalignment are quickly identified. Issues are surfaced and strategies developed to deal proactively with obstacles that impede Impact.

Requirement for participation	Benefits of the Church Impact Assessment
<ul style="list-style-type: none">- Buy in from key stakeholders- Even-handed application of the assessment across all affected constituents- Access to the Internet	<ul style="list-style-type: none">- De-politicizes situations- Turns perceptions into data- Secures a good read from across the whole church

