

ChurchCom Solutions

# 5 STEPS TO IMPROVING YOUR COMMUNICATION PROCESS

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## *Intro*

As churches grow, their processes evolve to keep up. Over time, communication pathways and practices can become confusing and complicated. Ambiguity breeds confusion, which leads to frustration.

The answer to improving a complex, cumbersome process is to clarify and simplify it. When you do, you will find team members to be less territorial and work better together.

In this ebook, we'll look at six steps that will help you refresh your communications process.

*Step*

**1**

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## **DETERMINE YOUR MOST SIGNIFICANT PAIN POINTS**

When processes are not working as well as they could, you should be able to identify flawed patterns. Evaluate each pattern to determine if each is a root challenge or a symptom of a more underlying tension.

Write down at least three, but no more than five, high-level, overarching pain points.

Take some time to collaborate with your team to discover possible responses to these patterns that would improve those workflows. What could be done in these situations, and how would implementing these changes help?

*Step*

# 2

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## IDENTIFY YOUR CURRENT MEDIA CHANNELS

At ChurchCom Solutions, a media channel is a chosen medium selected to deliver a message. The weekly church bulletin is an example of a media channel. Make a list of all the ways or channels your church uses to communicate.

Be sure to state how each medium is used and what segment of your audience it reaches. For example, young adults may be more apt to utilize social media than the printed bulletin as a main source of information.

Often, churches try to use every means necessary to communicate, but this isn't always the best approach. Each channel you use requires a content strategy and calendar. So, consider using just enough to reach each segment of your audience. Limiting channels will allow you to manage each channel well.

*Step*

# 3

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## **APPLY THE CHURCHCOM SOLUTIONS FRAMEWORK TO REVISE YOUR PROCESS**

The ChurchCom framework is built on a single premise that the best and most effective method of communication is one person talking to another, face to face. You hear their tone. You see their expression. You are more likely to interact in what they are saying and respond. Face-to-face is by far the most effective way to communicate.

The further away your method of communication is from that face-to-face interaction, the harder it is for your message to resonate with your listener. This is crucial to understand when building your church's communications strategy.

Think about the methods you communicate with your congregation as a whole. Most leaders push to make sure

their event is mentioned in the weekly bulletin, video announcements, or best of all, have the pastor make an announcement. While these channels have a level of effectiveness, they will never be as effective as face-to-face interactions. Making these two forms of communication—face-to-face and mass communication—work together is the key to a refined communications process.

At ChurchCom Solutions, we help churches communicate better by simplifying their complex processes using this framework. Take our [survey](#) and receive a free consultation where we can talk more about this framework.

*Step*

# 4

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## **APPOINT SOMEONE TO COORDINATE YOUR COMMUNICATIONS**

Perhaps you already have a specific person involved with your communications process. But officially appointing a person who has the authority and responsibility to make communications process decisions is essential. The role of the communications coordinator provides another level of clarity and structure.

Designate this person as the one who is responsible for planning out your mass communications media channel content. This relieves your ministry leaders of this tedious task so they can more effectively focus on more face-to-face communication with their specific audiences.

*Step*

# 5

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## INTRODUCE A CENTRAL CALENDAR

Many churches use a church management system that includes event management. These systems usually include permissions and approval components. Event management can serve as a centralized location where the communications coordinator and team gathers information on upcoming events and activities that need promotion.

Most church communicators know why they're doing what they're doing. They also know what their job is. The problem is in the details of how to get it done simply and clearly. By following these steps, you will be well on your way to making that happen.