

Recognizing Congregational Assets **(Key Questions)**

Primary Categories

1. People Resources

These include the gifts, talents, experiences, perspectives, and skills of individual members. (The gifts/personality/passion assessment tools of “Network” will provide a good deal of this information.)

- What are some of the unique talents and skills represented here at _____?
- Who has a clear passion to serve others in the community?
- Are there any “hidden” gifts or experiences that need to be recognized?

2. Ministry Models/Approaches

These are the particular ways people are served, challenged, and encouraged (e.g. Support Groups and Kids Hope USA).

- What are the ministries of _____ (name as many as possible)?
- Which of these ministries are marked by energy and growth?
- Where is there “hidden” potential for new ministry?

3. Community Partnerships

These are agencies, associations, voluntary groups, and institutions who have (or did have) some connection with the people of _____.

- Who has the congregation worked with on community issues?
- In what organizations are individual members of _____ involved?
- Which groups have something in common with the church’s mission?

4. Physical Assets

These are things that can be touched, seen, and felt, including land, buildings, space, equipment, and materials.

- What are the specific physical assets of our congregation?
- Which of these assets are unique?
- What community resources are available?

5. Economic Capacity

This involves revenue streams, spending power, investment opportunities, and areas of potential growth.

- What are the priorities of the annual budget?

- What businesses are represented by congregational members?
- Where is the greatest opportunity to increase financial resources?

This tool is utilized within a coaching/consulting relationship. This is not intended to be a “stand alone” resource for analyzing data.