

# Church Communications Strategy Coaching Network

Facilitated by Kem Meyer

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## NEXT DATES TBA

Every organization, especially the church, has to get over themselves and realize effective communications is really about “*releasing the right response*” not “*sending the right message*.” People are not looking for more information—they are looking for ways to survive too much information. The church should help people find those answers. Instead they end up adding to the confusion. This coaching network goes beyond bulletins, brochures and bake sales and gets to the heart of **smart communication systems that help people connect with Christ and each other.**

## Who this is for:

- Pastors, creative professionals or strategic ministry leaders who influence and support local church communications before, around and after the weekend message.
- Ministry professionals facing the challenge of clearly communicating everything that’s happening in the life of their church across departments and campuses without competing against each other and shutting audiences down in the process.
- Leaders in a season or crossroads who need customized, focused, up close and personal attention. Sometimes, instead of a conference, professionals need a controlled, safe forum to be blunt about the challenges they face to get frank, encouraging insight in return.
- Influencers who are highly committed to strategic, interactive, out-of-the-box learning opportunities and are willing to invest the time, energy and money for the journey.
- Not everyone. It’s limited to 6-12 participants screened through an application process.

## What participants get:

- Six face-to-face coaching sessions led by Kem Meyer. Three on-site at Granger Community Church and three live video conferences.
- Targeted focus discussions at each session.
  - **Barriers.** Are people letting you in or shutting you out? What barriers exist and what can we do identify and remove them. Discover how audiences consume church messages—or don’t.
  - **Best practices.** How to organize information and deliverables that effectively keep the end-user’s time, tastes and habits in mind. How to avoid the seven deadly sins of marketing and communications.
  - **Strategy.** Building systems and structure to manage projects (people, timeline and budgets) across ministries and campuses.
  - **Team work.** New ways to encourage collaboration among ministry areas and minimize competitiveness. Leading change and relationship management – with your boss, peers and staff.
  - **Volunteers.** Building, sustaining and leading volunteer teams for technology, graphics, writing and project management.
  - **New.** Looking ahead at unproven technologies, techniques and evaluating calculated risks and experiments for new connections.
- Opportunity to roll-up your sleeves and let down your guard with peers you can trust. Time will be carved to drill down on your top issue—working together with the group for possible solutions.

- Controlled, filtered setting to work together with a small group of leaders who will share what they've learned, encourage you with objectivity and energize you for your next phase.
- Direct access to Kem Meyer between meetings (your emails get priority treatment and jump to the top).
- VIP guest treatment during on-site and virtual visits.
- Practical community with other participants. We'll share the coaching network participant list in advance so you can share rides and stuff like that. And, we'll house you all at the same fine hotel for the on-site visits for late night or early morning connections.
- A free copy of *Less Clutter. Less Noise. Beyond bulletins, brochures and bake sales.*
- Access to an exclusive online space for connecting between meetings.
- Electronic files of all coaching notes and supporting documents.
- Surprise guest experts joining relevant topic discussions.
- Additional books and curriculum.

### What participants give:

- **Commit.** Protect and participate in 6 face-to-face coaching sessions (on-site and video):
  - **NEXT SET OF DATES TBA**
- **Invest.** [\$2,500] per participant for the entire network experience. Your registration fee includes all materials books, on-site meals and lodging. All you have to do is get there. Registration fees payable within 21 days after acceptance notification. If you need to spread the expense over two budget years, we have an alternative payment plan. (You should know, the coaching participant's investment is investing in others. A large percentage of the revenue from this Coaching Network will be used to subsidize the training of pastors and leaders around the world through [WiredChurches.com](http://WiredChurches.com).)
- **Prepare.** Read designated book between sessions and show-up prepared to participate in focused discussion.

### Quick facts about Granger

- Started in 1986 by Mark and Sheila Beeson.
- A local church with a vision of reaching every unchurched person in the population-base of 300,000 people.
- For ten years met in a movie theater and grew to 900 people.
- Launched [WiredChurches.com](http://WiredChurches.com) in 2001 to provide practical and accessible training and resources from our local ministry to pastors and church leaders around the world.
- With the launch of a campus in Elkhart, Indiana—Granger is now a multi-site ministry.
- Granger is 20 minutes from the South Bend airport (SBN), 90 minutes from Chicago Midway (MDW) and 2 hours from Chicago O'Hare (ORD).
- Learn more about Granger at [GCCwired.com](http://GCCwired.com) or watch videos on [YouTube](https://www.youtube.com) or [Vimeo](https://www.vimeo.com).

### Who the heck is Kem Meyer?

- Fifteen years experience in corporate communications and web strategy before joining the staff team at Granger Community Church. Marketplace career involved roles in the local advertising, regional business consulting and global technology and services fields.
- Involved and evolved participation in the local church. Her story at Granger spans 17 years, starts as a skeptical visitor and ends as a dedicated staff member. She's been involved in the life of the church from an average weekend attendance 400 to 5,500.
- In full-time ministry at Granger Community Church since 2002 as Communications Director. Currently responsible for 10+ staff.

- Consultant, speaker and workshop presenter to thousands of pastors and church leaders across the country on the subject of communications and web strategy. A typical year includes around 20 speaking engagements; group size ranging from 25-2,000 including the Willow Creek Arts, Ministry COM, National Outreach Convention, Dynamic Church, Spur Leadership, Cultivate and Story conferences.
- Author of the KemMeyer.com blog with more than 2,500 subscribers and more than 30,000 unique visitors in the past year.
- Regularly consulted about communications and technology views by various blogs, books and magazines including *The Blogging Church*, *Church 2.0*, *Outreach Magazine*, *Church Marketing Sucks*, *Note-to-CMO*, *Catalyst*, *American Express Small Business Blog*, *The Harvest Show* and more.
- Key member of the WiredChurches.com leadership team influencing a network of more than 16,000 church leaders through workshops, conferences and online resources in 50 states and 25 countries.
- Led a creative team of church staff and volunteers through a complex brochure campaign that resulted in three magazines. Those magazines were recognized with an ADDY award. The ADDYs are the advertising industry's largest and most representative competition, recognizing and rewarding creative excellence in the art of advertising.
- Led a complex web project spanning three years. The end result was GCCwired.com, an innovative site that inspired national attention and imitation since its launch in 2005 (from ministry and marketplace audiences).

### What's next:

- Future coaching dates for the Communications Strategy Coaching will be announced soon. Interested? Contact [info@wiredchurches.com](mailto:info@wiredchurches.com).