

## CONGREGATIONS AND INNOVATION

### A. Creating a Culture of Innovation: Common Hallmarks to Innovation

1. Open and transparent leadership; start where people are at—what they are hungry for, have a passion for. Leaders recognize that the next great idea can come from anywhere, so leaders come to the congregation and ask: “We want to know what the next innovation will be.”
2. Freedom to innovate. Leaders are eager to innovate and encourage innovation. Look from a new vantage point. (The view from the balcony.)
3. Willingness to experiment. Try something and see if it works. Test it out. Try it quickly and cheaply.
4. Ability to move even a small amount of resources to new ideas. Existing programs have powerful constituencies that sometimes hoard resources. Figure out how to release some of these for new ideas.
5. Sense of connectedness. Use technology to open up the conversation. Use social networks to build interest and gather ideas.

### B. Systematic Change: Encouraging an Innovative Process

1. Look at processes in place—most discourage innovation.
2. Color outside the lines! Ask: “where are our processes stifling innovation?”
3. Do we tend to put people down who fail, or do we appreciate the fact that someone tried something new?
4. Do we budget for something that is truly new, innovative?
5. You can teach people to be innovative: examine unexamined beliefs about how we do church.
6. How do we take things in business and/or culture and apply them creatively to the congregation’s ministry?
7. Think more creatively about the church’s resources ; e.g. how do we use our facilities 7 days a week?