Drivers (Areas of Focus)

Drivers of Member Satisfaction

When members are asked how they feel things are going in their church overall, they generally don't think about the entire array of ministries and qualities that characterize the congregation. Instead, they focus on a relatively small number of things. By way of analogy, when persons are asked what they like about their car, they generally focus on a few things that vary depending upon the person. One person might focus on fuel economy and reliability. Another might focus on luxury and performance. Hardly any will focus on things like the exhaust system or brakes, even though those items are very important. In other words, they are very focused on some things, less focused on others.

What members focus on is unique to every congregation, much like a fingerprint is unique for every individual. Some churches are more focused on the work of their clergy person (clergy-focused), some on the decision making group (power-focused), and some on the various ministries of the church (ministry- focused). In some cases, we can identify what people focus on when they think about how satisfied they are with the church overall. We call these areas of focus "Drivers of Satisfaction". In some cases, we can identify what people focus on when they think about the level of excitement in the church. We call these areas of focus "Drivers of Energy."

Drivers of Satisfaction

The pattern of responses from your members suggests that when they think about how satisfied they are with things in your church overall, they tend to focus on the areas below, called "Drivers of Satisfaction". The degree to which they focus on these items is indicated in the column to the right. This column does not tell us how you scored on the question, it tells us how important the item is to your members in determining how satisfied they are. (If there are no items listed below, it means that we are unable to identify what members are focused on from their responses.)

		Degree of Focus
Driver #1	Our former Pastor communicated with people in a way that kept us informed and connected.	**High**
Driver #2	The worship services at our church are exceptional in both quality and spiritual content.	**High**
Driver #3	In preaching, our former Pastor engaged people with a message that enriched their lives in the world.	**High**
Driver #4	The whole spirit in our congregation makes people want to get as involved as possible.	**High**
Driver #5	Our former Pastor helped us accomplish our mission by bringing out the best in everyone.	**High**

Drivers of Energy

The pattern of responses from your members suggests that when members think about the level of excitement in your church overall they tend to focus in the areas below, called "Drivers of Energy." The degree to which they focus on these items is indicated in the column to the right. This column does not tell us how you scored on the question, it tells us how important the item is to your members in determining the energy in the church. (If there are no items listed below, it means that we are not able to identify what members are focused on from their responses.)

		Degree of Focus
Driver #1	The whole spirit in our congregation makes people want to get as involved as possible.	**High**
Driver #2	Our former Pastor made things happen.	**High**
Driver #3	Our church does a good job helping each member understand that he or she is called to ministry.	**High**
Driver #4	Our former Pastor communicated with people in a way that kept us informed and connected.	**Moderate**
Driver #5	In preaching, our former Pastor engaged people with a message that enriched their lives in the world.	**Moderate**