



5 Mistakes to Avoid Leading *Guest Services*

5 Mistakes to Avoid

**Lack of
Leadership**

**Hospitality
Inconsistencies**



**Lack of
Depth**

**Unprepared for
young families**

**Underdeveloped
Next Step
strategy**

Let's Dive In

Lack of Leadership

Issue #1

In most churches everyone owns It so really no one owns It OR there Is no real Intentional thought given to where Guest Services lives organizationally

Solution

Hope is not a strategy. Must Identify a leader to own and build Guest Services as a pillar

MUST HAVES...



Create Job
Description



Set Expectations



Right Language

STRATEGY FOR... →



Street to Seat



In Service and
Post Service



Operations and
Volunteerism

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Hospitality Inconsistencies

Issue #2

Friendliness is the #1 reason come back to church the 2nd time. Loneliness place to be is in a large room full of Christians who are talking to their friends. This is why people make a DECISION to not return

Define

Friendliness defined is how many convos you have in a given service.



Solution

We must rethink Engagement. How many convos are you having with people while you are in the building?

Target: DO NOT look for first time guests...look for the people who you do not know their name.

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Lack of Depth

Grow the Team

Issue #3

Getting back to Issue #1 - without an owner you fail to have vision and ultimately It becomes oversight.

Team must be easily distinguishable. Going back to Issue #2, If the team is distinguishable the experience can be welcoming but FAIL to be Inviting. How will people engage if they don't know who to talk to?

Solution



Taking the time to identify an owner and set the expectation of building a team shows your organization some thought and shows you care about preparing for your guests.



**“ LEAD TODAY LIKE YOU KNOW
WHERE YOU ARE GOING TOMORROW! ”**

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Unprepared For Young Families

Issue #4

Lack of organizational awareness & Interdepartmental ownership.

If a young family walks Into your church Is your team readily able to serve them and ease anxiety?

Does your Guest Services team covering doors and high traffic areas release your church's kids team ministry team to utilize their talent. →

Solution

Identify areas of support.

Leaders and teams must think about their service organizationally not just ministerially.

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Next Steps

Are you asking people to take the BIG (daunting) steps; small (meaningful) steps?

Issue #5

Some/most next steps are too big that people believe they are over-committing and deselcting.

Solution



Develop a strategy where an Immediate meaningful next step can occur.



