

3 Myths of Church Growth

Strategies, hacks, keys, how-to's,
consultants, conferences,
and on and on and on.



Yes, the Church has not and will not stop growing.
Jesus will continue building His church.

But does that mean *your* church will grow?
Let's take a look at **3 prevailing myths of church growth**
that may be robbing pastors and church leaders of joy and
contentment in simply fulfilling what God has asked them to be.

1 **A growing church is a healthy church.**

Not all growing things are healthy things.
Unhealthy things also grow.

*Waistline was added to the conversation.
Cancer was added to the conversation.*



2 **A healthy church is a growing church.**

This understanding is built on the belief that healthy things grow.

**YOU CAN BE 50 YEARS OLD AND PHYSICALLY IN THE BEST SHAPE OF YOUR LIFE.
BUT ODDS ARE, YOUR HEIGHT AND SHOE SIZE HAVEN'T BUDGED.**



3 **Numerical growth reveals God's blessing.**

"We must be doing something right!"
Maybe. It sure feels very validating.
How do you account for transfer growth?

**JESUS DEFINITELY WELCOMED AND ENGAGED WITH THE CROWDS, BUT THAT WASN'T HIS
METRIC OF SUCCESS. NOTICE HE DIDN'T CHASE AFTER ANYONE IN JOHN 6:66.**



THE Critical Question to Ask

“How do we define growth?”



Well, let's make it personal:
“How do I know *I'm* growing?”

Healthy discipleship should affect the whole of a person's life:
physical, emotional, relational, professional and financial.
It's ALL spiritual.

Jesus never asked people, “How's your spiritual life?”
He talked about life.
He desires that we would be whole.

John Mark Comer defines this spiritual formation in the way of Jesus
as “*the process of being formed into a person of love in Christ.*”

While that is an individual's journey, it doesn't affect *only* the individual.

**What responsibility does your church have to guide
people in this process, towards all-of-life wholeness
to be formed into that type of person?**

You know this:
Size ≠ wholeness.
Activity ≠ wholeness.

Intentional practices done consistently can
certainly lead to greater wholeness.
And yet, those same practices done with the wrong motive
can lead to greater self-righteousness and religiosity.

Having this clear picture of discipleship, of spiritual formation, can indeed help grow the people in your church. But that doesn't inevitably bring numerical growth.

Not all big churches are healthy. Not all small churches are unhealthy.

"It doesn't mean you won't or can't see growth. You may. Hopefully you will. But it does mean that lack of numerical growth is not, in itself, evidence of an unhealthy church."¹

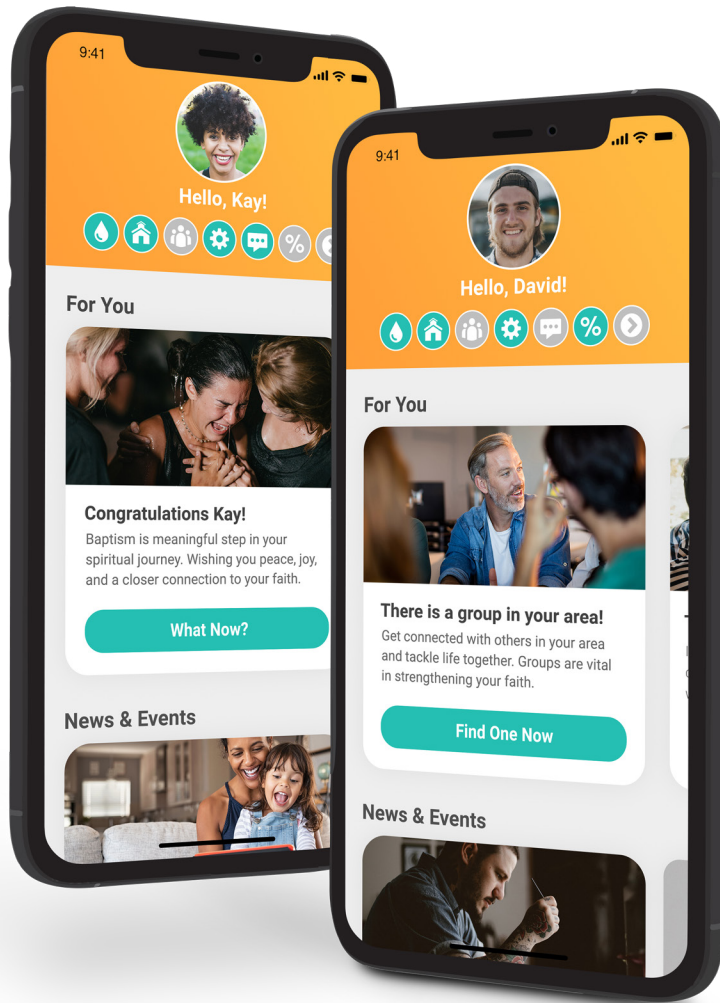
Healthy things do grow.
Just maybe not in the ways we expect or want.
Growth may not always be 'up and to the right.'

Of course, people growing in their relationship with Christ will ultimately result in a growing Kingdom. The capital C Church will most definitely continue to grow. Just know that it may or may not directly show up in *your* church. And are you okay with that?

So then, what does all of this mean?



¹ Karl Vaters, "Church Growth and the Myth of Inevitability" *KarlVaters.com*, 9 January 2024, karlvaters.com/myth-of-inevitable-growth



THE KEY:

**Whatever you feed grows.
So be crystal clear on what you want to grow.
Then feed the structure and processes that
have the best chance of yielding that growth.**

What growth do you want to see in your people?

What environments do you want them to be in and
what steps do you want them to take?

How could those environments be crafted in such a way that
**prioritizes personal engagement over the more common
approach of one-way, didactic, classroom teaching style?**

Like every good GPS, in order to plot how to get where you
want to go, you must first know where you are.

In other words, to effectively guide your congregation, you need to
know where they uniquely are in their journey of following Jesus.
A one-size-fits-all approach will consistently fall short.



What if you could unlock your ability to:

- KNOW your people more intimately
- MATCH them to their personalized next steps
- GUIDE them towards wholeness

**This is what Waypoint by StudioC
does for churches, big and small.**