



READINESS 360

Welcome: An Overview

Multiply your impact.

Introduction

Readiness360 is an online tool used to measure & strengthen the four areas of "multiplication DNA" - its capacity to multiply like the church in the book of Acts. Readiness360 will uncover beliefs and behaviors in your faith community that will either accelerate or slow down your ability to grow and multiply. Readiness360 measures "multiplication DNA" by assessing four areas (listed below) present in faith communities. These 4 areas are the building blocks that multiply a faith community's witness and impact. Readiness360 has been designed to give useful feedback for congregations to understand how ready they are to embark on a new initiative that creates new places -- inside and outside the walls of the church -- for new people in a wide variety of approaches.

The 4 Theme Areas in Detail



Spiritual Intensity.

All of the great church movements worldwide are intense spiritually, marked by a deep love for God and a surrendering to what God is seeking to do through human beings. Understanding the degree to which a spiritual fire burns within the hearts and souls of those leading and participating in the life of the church is critical. Is your congregation driven by its passion for Christ?



Dynamic Relationships.

Good habits and skills for leading new persons into a deeper relationship with God through Christ is vital. Healthy congregations work as a system to accomplish this. Your relationships with others directly impact the strength of your evangelism muscle. How dynamic and healthy are your relationships with those inside and outside your church?



Missional Alignment.

The degree to which a church consistently prioritizes investment of its resources (time, talent, treasure) according to a biblical vision and mission indicates readiness in this dimension. It is critical that your church's plans, major initiatives and pruning of ministry stem clearly from a biblical vision/mission and drive for fruitfulness instead of from habit. Does your activity flow from your stated values?



Cultural Openness.

Since the first century, effective churches have been reaching across cultural boundaries to share the Christian good news with diverse people, who begin with different experiences, perspectives, and stories. Churches that exhibit fortress behaviors or who spend excessive time mourning social change often have difficulty sharing life with new kinds of people. Does your congregation exhibit a capacity for embracing people from diverse cultures?

Steps & Tips to Roll Out the Readiness360 Survey

- You will receive a log-in link, unique survey code, and email template.
- Customize the email template so that people understand why it is important for them to participate in the survey, what accommodations are being made for people who don't have access to a computer or who are uncomfortable with technology, the due date and what will be done with the results. There are questions that people will not expect to be asked as they are based on indicators of Jesus follower multiplication potential not on preference of members.
- Gather leaders and make a plan for how to ensure at least 25 people or 10% of your congregation (whichever is larger) complete the survey. If your church is less than 25 people, your goal is 100% participation.
 - Practically, the more people who take the survey the better. Not only does it improve the perception about how valid the results are (most people aren't statisticians) but it means that more people are interested in seeing and understanding the results.
 - Ask leaders to take the survey before Sunday so that they can be prepared to encourage and answer questions others might have.
- Send the login link, survey code, and customized email to the congregation. We recommend that surveys remain open for no more than 2 weeks to enable you to keep communication urgent and primary. Here's our recommended roll-out calendar:

Continued on the backside...



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Readiness360 Reports

Continued...

- **DAY 1 (Friday):** Send email with survey passcode and link customized and created for you. Let Abby know your campaign timeline and the average number of people who participate.
- **DAY 3 (Sunday):** Make a verbal announcement (with or without PowerPoint slides). Many congregations set up a computer lab with helpers to allow support for folks who aren't comfortable with doing things online and/or those who don't have access to a computer at home.
- **DAY 6 (Thursday):** Check email from Abby that contains a list of names of people who have completed the survey.
- **DAY 7 (Friday):** Send email reminder with a thank you to those who already completed the survey. Plan on personalizing invitations for under-represented groups (e.g., younger, newer, etc.) and leaders who haven't yet taken it.
- **DAY 9 (Sunday):** Make a second verbal announcement with or without PowerPoint slides. Again, have helpers available to facilitate the online survey.
- **DAY 10 (Monday):** Check email from Abby that contains a list of names of people who have completed the survey. Respond to this email with confirmation or adjustment of survey close date.
- **DAY 14 (Friday):** Survey closes at noon (unless changed on Day 10)
- **Two weeks later:** Abby will send three Readiness360 reports for three different purposes along with a tips for interpreting the reports.

Two weeks after your congregation takes the survey, you will receive three reports which allow you to choose what is useful to talk about in public and what is critical to reckon with in a variety of teams. The reports are designed for three different audiences.

1. The News Release (N) – A one-page summary designed for everyone. If the entire congregation was invited to participate in the survey, the entire congregation should receive the News Release.

2. The Executive Report (E) – This six to seven page report includes the News Release plus a page of explanation for each of the four critical areas (Spiritual Intensity, Missional Alignment, Cultural Openness, and Dynamic Relationships) for multiplying your impact. This is most widely used and designed for leadership teams.

3. The Complete Report (C) – This lengthy report contains everything from the Executive Report plus responses to open-ended questions (with inflammatory remarks redacted) and many graphs that illuminate different perceptions within different people groups. This report is two to three times the length of the Executive Report and is overwhelming for most people. We recommend a small, trusted team review this and share relevant data necessary for developing and implementing strategies to improve the congregation's kingdom impact.

- Distribute and celebrate the News Release (N) at your major weekly gathering (this would be worship for most faith communities).
- Share the Executive Report (E) with your leadership team and plan on unpacking it at the next meeting. Include helpful insights from the Complete Report. Multiply Your Impact is a short and fun companion guide.

	News Release	Executive	Complete
Overview	✓	✓	✓
4 Areas with summary, 3 strengths & weaknesses		✓	✓
Open-ended questions			✓
Perception gaps			✓
Leader tips		✓	✓



Helpful Tips!

Unfortunately, the Readiness360 survey is only available online and cannot be printed.

Abby Butler-Cefalo will serve as your Readiness360 account administrator. If you need to make any changes to the account or need information about the status of the survey, please contact her.

- Engage the congregation in a 50 day process of prayer and reflection based on findings from the Readiness360.
- Develop an action plan with a small group of people with a compassion for all people and a passion for the gospel. Bring this plan to the leadership team for conversation and support. We have found that congregations who have a recent history of struggle do best with 90 day plans--anything longer is less likely to be focused enough
- Work the plan: strengthen and improve your congregation's ability to be fruitful and multiply.
- Sometimes the Readiness 360 uncovers significant or multiple needs for additional training and support. We've got you covered. The Readiness and Catalyst initiatives provide intensives for congregations to understand and take their next faithful steps toward vitality.

For more information and next steps, please visit: <https://www.bwcumc.org/100-at-100/vitality-pathways/>.

If you need assistance with the administering of your Readiness360 survey, please contact:

Abby Butler-Cefalo, Congregational Vitality Coordinator, abcefalo@pdcabc.org

Baltimore-Washington & Peninsula-Delaware Areas of The United Methodist Church





Introduction

Congratulations! You have convinced at least 10% or 25 people (whichever is greater) of those actively engaged in your ministry to take the survey. If you have a good representation of people groups, you will have excellent information to use to improve.

Readiness360 Reports

The Overview

In each of the reports, you will receive an overview that includes:

- A paragraph of congratulations and explanation.
- A second paragraph that reports on how many people took the survey. Find that number and circle it. What percentage of active participants does that represent?
- The third paragraph explains the rabbit scale. The last sentence of this paragraph also contains information about which of the four areas seems strongest and weakest based on its cumulative score. Circle the strongest and weakest area in congregation.
- Your current readiness capacity in four key areas: **Spiritual Intensity, Missional Alignment, Cultural Openness, and Dynamic Relationships**. Your level of readiness in each area is measured by the number of bunnies you receive. You can share this overview (News Release) with all of the leadership and membership of the church in a newsletter or other form of communication. It is important to mention that four rabbits indicate an Acts 2 type of situation so three bunnies in any area is real strength!

	News Release	Executive	Complete
Overview	✓	✓	✓
4 Areas with summary, 3 strengths & weaknesses		✓	✓
Open-ended questions			✓
Perception gaps			✓
Leader tips		✓	✓

KEY: =not ready ————— =more than ready

Breakdown of the Four Key Areas

Each of the four areas has a page devoted to it. These four pages are included in both the Executive and Complete reports. The score beside the title represents the percentage of the people who agree that your congregation has that particular key area.

The first paragraph defines the area. The second paragraph relates to the overall score the church evidences in that area.

The bullet points (see below) represent measures within the area and either act as accelerators or breaks on the capacity of a particular area. These measures are generated by responses to all of the questions that are relevant. Mark whether a measure is an accelerator (+) or break (-). In this example, bullet points 1, 3 and 4 are accelerators and 2 is a break.

The table of "relative strengths" and "potential improvement areas" takes a more microscopic view within the key area and provides insight into the top 3 scores and bottom 3 scores. Each area is made up of 15-18 questions. We are seeing only six of the answers – the top scoring and bottom scoring ones. In this example 95% of the people believe that the church moves with a sense that it is sent to share something of eternal value with the world and only 57% report that they are utilizing their spiritual gifts and talents.

Some questions were focused on the individual, others on the congregation. As you read the top and bottom scores, note which they are. Some are theoretical, others are behavioral. Behavior always trumps theory. In the example below, 1 and 2 of the areas of relative strength are individual and 3 represents a collective experience.

- Many people have an expectation of encountering the living Christ personally and/or in the congregation.
- Practicing spiritual disciplines (prayer, Bible study, fasting, Christian works, etc.) is not a major part of life together.
- People are willing to take risks as an expression of their faith and trust in God.
- Leaders - paid and unpaid - demonstrate spiritual vitality.

Areas of Relative Strength	Score	Areas of Potential Improvement	Score
1. There is a spiritual expectancy in the air. People are watching and expecting God to do something amazing.	95.72	1. People report utilizing their spiritual gifts and talents.	58.70
2. People sense the presence of God's Spirit in worship.	95.19	2. At your church, sometimes the Holy Spirit moves you beyond your fears, so that you speak, give and move boldly with God.	74.09
3. Your church moves with a sense that it is sent to share something of eternal value with the world.	95.00	3. People rely on Holy Scripture to inform and inspire them in making life decisions.	81.73

After marking the measures (bullet points), ask;

- How are relative strengths and potential improvement areas affecting the measures (bullet points)?
- What's the Aha or Big Idea?
- How might you use a relative strength or accelerator to improve this area?

Review the bullet points and score table to see areas of disconnection in your congregational beliefs and actions. Highlight or discuss any questions or implications once you make those notes.

Open-Ended Questions

The Complete Report includes the responses to the two open-ended questions that are asked in the survey - To become more effective at forming world transforming disciples...

...What do we need to start or keep doing?

...What do we need to STOP doing?

Since these were uncensored individual answers, some people attack others under the cloak of anonymity, therefore we redact the harmful and hurtful responses. The helpful responses are a great tool. It is important that those who read the answers not get discouraged or hyper-focus on negative comments but to look for themes and possibilities. Please use the report to build momentum and consensus about current realities.

We recommend that trends in answers be presented to the leadership team instead of sharing the Complete Report as it could be overwhelming. How many people mentioned a certain ministry or dream for one? How many people mentioned not knowing what a disciple is or unresolved conflict? Do any of these answers illustrate the learnings from the previous pages of the report?



Details on Perception Gaps

Finally, the complete report provides a look at how questions were answered by different demographics:

- By role (how paid leaders, unpaid leaders and participants answer)
- By generation (how young and old answer)
- By longevity (how long time members and newcomers answer)

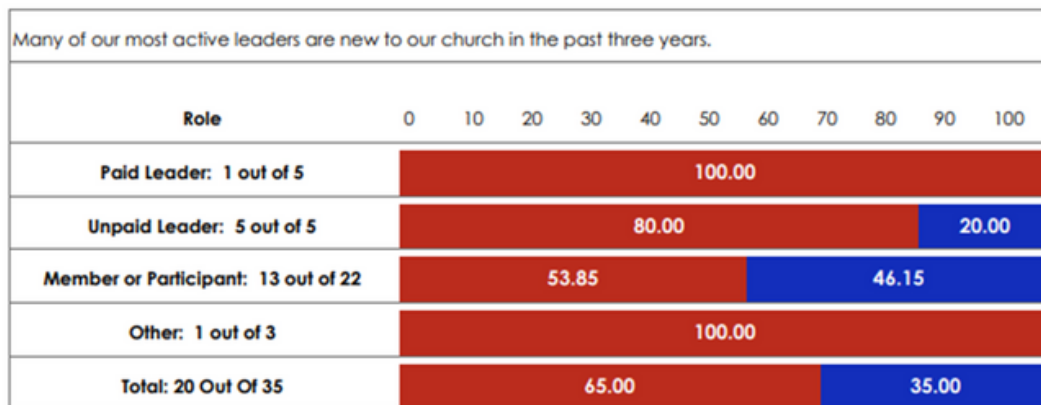
The report only generates a chart for questions where the answers differed by more than 40% across the types within that category. It also shows the results for questions that mentions a particular people group. For example, a question about whether or not a congregation is doing a good job building relationships with young people or sharing power with newcomers would be illuminated further by looking at how those impacted people groups answer the question.

Mixed Perceptions are indicated when there is a significant difference in scores between one group and another. Blind Spots occur when leaders are 100% aligned (either agreement or disagreement) and another people group is clustered in an opposite reality.

This area is used in three ways:

1. To capture the demographics of survey participants. When reporting on the number of survey participants, it is helpful to include demographics of those participants. report on these three demographic areas. In the sample chart below, we see this church had 35 total survey participants. Of those 35, 5 were paid leaders, 5 were unpaid leaders, 22 were members or participants and 3 were other.
2. To check on whether questions about particular people groups are answered the same by those people groups as by those in the majority.
3. To illuminate type and number of blindspots. The fewer graphs within this section, the more

An example of one of these graphs is below. The statement at the top is the actual wording of the question from the survey. Blue indicates agreement with the statement while red indicates disagreement.



Need Help?

If you need assistance with interpreting your Readiness360 survey results, please contact:

Bill Brown, Director of Innovative Evangelism - bbrown@bwcumc.org

Lauren Harris, Congregational Development Coordinator - lharris@bwcumc.org

**Baltimore-Washington Conference & Peninsula-Delaware Conference of
The United Methodist Church**

