WHAT DOES YOUR CHURCH MEASURE; AND WHY?

Posted on June 30, 2009 by Eddie

Category: Mission

I thoroughly enjoyed this post from Church Ethos blog:

> *Evangelicals are fond of metrics. I donâ€™t think the Church Growth Movement started this, but they took it to new levels, looking for ways to measure things that contribute to increased attendance. As a software engineer, I can certainly appreciate this. But I also know a couple of things from my engineering experience:*
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> - *Whatever you measure will be deemed â€œimportant,â€ even if there are other things that are more important.*
> - *People will â€œgame the systemâ€ to improve the numbers, even if it doesnâ€™t have any true benefit...*
>
> *...**Number of invitations from non-Christians**That is, instead of the number of times youâ€™ve invited them to something, how many times have they invited you? Parties, concerts, movies, game nights, sporting eventsâ€¦ This is a measure of your **social acceptance** by any group you are trying to reach. (Another variation to include is the number of times theyâ€™ve asked you for a personal favor.)*

This reminds me of something that Hamo wrote a year ago and which I blogged on here.