

GROUPS

WHY WE EXIST

VISION

To connect anyone relationally so they can grow spiritually.

MISSION AND STRATEGY

To inspire people to follow Jesus by engaging them in the life and mission of our church.

WHO WE SERVE

PRIMARY STAKEHOLDERS

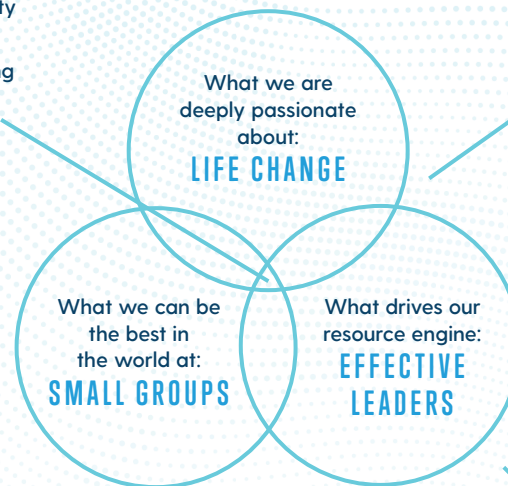


OTHER KEY STAKEHOLDERS

- Coordinators
- Group Connections
- GroupLife Directors
- Shared Services

HEDGEHOG

A growing community of effective leaders creating life-changing small groups.



WHAT WE DO

PRIMARY OFFERING COMMUNITY GROUPS

OTHER KEY OFFERINGS

- Starting Point
- Short-Term Groups
- Care Groups
- Group Launch
- Leader Development

WHO WE ARE

BRAND PERSONALITY

- Real
- Smart
- Personal
- Catalytic
- Fun
- Magnetic

BRAND VALUES

- Biblical Authority
- Practical Application
- Authentic Relationships
- Gracious Leadership
- Relevant Environments

HOW WE MARKET

TAG LINE

life is better connected

COMPETITION

We are for any environment or offering, that inspires people to follow Jesus and to have a healthy connection with others.

TARGET AUDIENCE

Mike: skeptical attendee, arms crossed and unsure about church, but sees some value in attending.

Jason: enjoys our church and desires a deeper connection with its attendees, wants to grow deeper spiritually and experience healthy relationships.

POSITIONING

To grow spiritually you must be connected relationally.

GROUPS

GROUPLIFE WIN

To create small group environments where people connect relationally and grow spiritually.

COMMUNITY GROUP WIN

A small group environment where people pursue healthy relationships and spiritual growth.

INTERNAL BENCHMARK

Community groups are small group environments where people pursue and experience healthy relationships and spiritual growth.

STARTING POINT WIN

A conversational small group environment where people explore faith and experience community.

SHORT-TERM GROUP WIN

Short-term small groups that are designed for learning and connecting.

COMMUNITY GROUP LEADER WIN

To grow as a follower of Christ and to create a small group environment where people pursue healthy relationships and spiritual growth.

LEADER ESSENTIALS

STAY CONNECTED

While prayer and discussion of curriculum are key elements, the main emphasis of the group is the building of relationships to foster connection with Jesus and one another.

Are you first staying rooted in your relationship with Jesus, realizing that apart from him you can do nothing? How are you encouraging those in your group to stay connected to Jesus?

CULTIVATE RELATIONSHIPS

By encouraging and facilitating connections outside of regular group meetings, you demonstrate the priority of relationships.

How are you and your group members connecting outside of group time?

SHARE OWNERSHIP

Shared participation (facilitating the study, hosting the meeting, preparing the snack, leading prayer time, planning socials, guiding the curriculum choice discussion, etc.) creates broader ownership of the group.

How are you involving your group members in supporting the group?

PROVIDE CARE

People often don't care how much you know until they know how much you care.

Do you make it a priority for your group to support and care for one another?

GROUP ESSENTIALS

OWN YOUR GROUP

It is the members' responsibility to show up to group regularly, join in on the conversation, and be real by being vulnerable with other members.

OWN YOUR GROWTH

Everyone is responsible for owning their own growth by leveraging the faith catalysts and fully engaging in the church by giving, serving, and inviting.