

# TEAM APPLICATION GUIDE



## KEY CONCEPTS

5 Keys to Embracing Infrequent Customers or Attenders:

- Develop Some Empathy
- Separate the Mission from the Method
- Use Technology To Connect More Frequently
- Start Measuring Outputs, not Inputs
- Celebrate Wins

How do you interact with infrequent customers or attenders who don't seem to be embracing your mission the way you hoped they would? It's simple. You embrace them anyway.

## DISCUSSION QUESTIONS

1. What's your natural attitude to people who don't seem as committed as you are? Why do you hold that attitude?
2. What's your personal approach to brand loyalty? Are you loyal? Fickle?
3. How do you like to be treated when you visit a place infrequently? What attitudes draw you in? What makes you never want to come back?

## APPLICATION STEPS

1. Spend some time evaluating your methods. For a lot of organizations, both churches and businesses, methods have become badly outdated because of the rapid pace of change. A global pandemic only accelerated that. What methods are getting in the way of your mission? What methods are based on outdated assumptions of how people behave (or used to behave)?
2. So many organizations track inputs, not outputs. How can you do a better job celebrating the output in peoples' lives, like the Ramsey Group does with people who have become debt free?
3. What practical steps could you take to judge less and celebrate more? Make list of changes you can make to your interactions with new people and infrequent people to make them feel valued and celebrated.