

BE A BETTER COMMUNICATOR

Ministry's more fun together because many share the same pain points & challenges. Cohort-style Groups allow you to solve problems and uncover new strategies with peers over 3 months (6 sessions).

Each Communication Group includes:

60-min expert-led meetings, hearty interactive discussion, shared church communication resources, ministry issues fresh insight, answers to FAQs, and a ton of practical ideas!



Session 1

Group Introductions & Expectations
The Branding Problem
1-Minute Look
Communication Personas (Audiences)
Critical ChMS Data

Session 2

Defining Reach Area
Demographics
Needs, Concerns, Goals
Be Known for Something
QnAs

Session 3

Mystery Visit
Church Services and Ministries
Focus Groups: Let's Talk
Thread Discovery
QnAs

Session 4

Mission/Vision Issues
Brainstorming Show & Tell
Essentials: Brand Foundation
Breakouts: Let's Talk
QnAs

Session 5

Logo Essentials
Brand Fences
Brand Standard Guide
Updating vs Redoing
QnAs

Session 6

Communicating your Brand
Final Assessment
Change the Next Group
Survey
QnAs



Session 1

Group Introductions & Expectations
Content Management Systems
User Experience: Goals
The Problem with Websites
1-Minute Look

Session 2

Communication Personas (Audiences)
Setting Website Goals
Website Paradigm Explained
User Interface Requirements
QnAs

Session 3

Website Organization
Website Content (Top Pages)
How People Want Comm
Content Editing Essentials
QnAs

Session 4

Teams: Paid vs Volunteer
Breakouts: Let's Talk
Show & Tell
Required Homework
QnAs

Session 5

How We Fixed it
Church Issues/People Issues
Critical Web Analytics
To Change or Not to Change
QnAs

Session 6

Final Assessment
Longterm Goals
Change the Next Group
Survey
QnAs



Session 1

Group Introductions & Expectations
The Comm Problem
1-Minute Show & Tell
Personas (Audiences)
Why a Brand is Essential

Session 2

Strategy Definitions
Say Less People Listen More
Is a Thread Necessary?
Be Known for Something
QnAs

Session 3

It Comes Down to Audience
Dealing with Ministries/Leaders
Everyone Can't Be The Loudest
Determining Ministry Tiering
QnAs

Session 4

Transactional Communication
The Strategy & Plan
Getting Everyone Onboard
Digital Hub Essentials
QnAs

Session 5

Tools: Which are Best?
Teamwork: Getting it Done
The Problems
The Solutions?
QnAs

Session 6

Our Biggest Resistance
Final Assessment
Looking Forward
Change the Next Group
Survey
QnAs

REGISTER AT BEKNOWNFORSOMETHING.COM/GROUPS

"Knowing others have similar challenges motivated me to better solutions!"