

Are You Prioritizing the Launch of New Groups?

By Mark Howell

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When you think about the last year (or two), how much emphasis have you placed on launching *new* groups? What percentage of your energy has gone to launching *new* groups (versus maintaining existing groups)? How much of your time has gone to sustaining the new groups you've launched (versus maintaining existing groups)?

You may not see this right away, but if you're spending more time maintaining existing groups than launching new groups...you are almost always treading water.

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Is your percentage connected growing?

When I talk with small group pastors and they tell me they are having trouble growing their percentage connected, it is almost always because they are spending more time and energy on maintaining *existing* groups than launching *new* groups.

Is your total number of groups growing?

When I talk with small group pastors and they tell me they are having trouble growing their number of groups, it is almost always because they are prioritizing their *existing* groups rather than the launch of *new* groups.

Bottom Line:

Unless both numbers are growing...you're treading water.

Treading water is a good thing when the alternative is going under.

Treading water is not a good thing when unconnected people are facing closing windows.

Remember, unconnected people are always *one tough thing* away from never being at your church again. Loss of a job. Divorce or separation. A devastating diagnosis. A child in trouble. One tough thing.

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Are you treading water? At whose expense are you treading water?

Further Reading:

- [What's Your Urgency Level for Connecting People?](#)
- [10 Worst Small Group Ministry Decisions...Ever](#)
- [Critical Decision: Add Members to Existing Groups vs Starting New Groups](#)
- [Top 5 Ways to Start New Groups. Lots of New Groups](#)