Congregational Life Cycle
Every Living Thing and System has a Natural Life Cycle.
The Cycle Begins at Birth

- Potential
- Purpose and Vision (assumed or stated) — DNA
- Constant Care/Protection

BIRTH
Birth Is Followed by a Period of Growth

- Energy and Excitement
- Unexpected
- Progress
Growth Is Followed by Stability

- Fulfillment
- Accomplishment
- Predictability
- Nostalgia
Growth Half of Life Cycle Is a Time of:

- BIRTH
- POSITIVE
- STABILITY
  - Vitality
  - Health
  - Strength
... And They Lived Happily Ever After!

Only in Fairy Tales!
One of Two Things Follows Stability

- Redefinition of the Ministry
  - Leads to a new growth cycle
- Decline
Ministry Can Be Re-defined by Answering These Questions

- What was the original vision of the ministry?
- What has been accomplished?
- What is new that was not anticipated?
- Where do we want to see this ministry in three to five years?
If . . .

A Ministry is not Redefined . . .

Or Stability Proceeds Uninterrupted . . .

DECLINE WILL UNQUESTIONABLY FOLLOW.
Once a ministry is in decline there is still the possibility of new life.

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But the cost of new life is greater.
Reversing Decline Requires Redevelopment

- Not just new information
- But also new and different purpose and direction
Redevelopment

- New information alone will not reverse decline
- A new, different purpose and direction can reverse decline
- New purpose will be experienced by the congregation as significant change, and by some as loss
Intervening in decline is difficult.

It requires skilled and differentiated leadership.
Differentiated Leaders

- Don’t require affirmation from the congregation
- Do not change course in response to the discomfort provoked by change
Without Redefinition or Redevelopment, Unchecked Decline Will Only Lead to More Serious Decline
To Reverse Serious Decline Requires Rebirth
To rebirth a seriously DECLINING ministry requires *radical* change.
Rebirth will involve a different purpose or ministry.

It is not just doing the old thing differently, it is doing a new thing. And, perhaps in a different place or with different people.
Without rebirth, decline will lead to death.
Some facts about decline.
As the depth of decline increases, more interruption and letting go is required.
Characteristics of Decline

- Anxiety
- Fear
- Denial
- Paranoia
- Conflict
It is the nature of congregational decline to deny the decline as long as possible, to underestimate the decline, and then to *under* respond.

Declining congregations —

- Ignore the congregational cold
- Treat congregational pneumonia with aspirin
- Embalm with penicillin
There is no gain for underestimating decline.

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There is no penalty for overestimating decline.
Resurrection does not follow denial — Resurrection (new life) follows death (truth telling)

The questions are:

- What needs to die?
- What needs to be let go of?
Life Cycle Learnings
Life Cycle Learnings

When *Growing*:

- *Encourage* the Growth
- *Maximize* the Growth
- *Resource* the Growth
Life Cycle Learnings

When *Stable*:

- Redefine/Revision the Ministry
- Identify the “New Information”
- Use Demographic Data — Both About the Congregation Itself and the Congregational Context
When *Declining*:

- Intervene —
  - Early
  - Accurately
Life Cycle Learnings

When **Dead**:

- **Bury**
  - Remember
  - Entrust
  - Let Go
The Congregational Life Cycle