

ASSESSMENT STANDARDS & PROTOCOLS

Ensuring Accuracy, Reliability, and Meaningful Benchmarking

At Holy Cow! Consulting, our goal is to provide your leadership with the most accurate and actionable data possible. To maintain the integrity of our longitudinal database and ensure your results are valid, we adhere to the following assessment parameters.

1. Preservation of Question Order

Why we maintain a fixed sequence:

The Church Assessment Tool (CAT) is a validated instrument designed for precise benchmarking. Our reporting engine relies on a standardized sequence to compare your congregation's unique profile against thousands of others. For these comparative benchmarks to remain statistically significant and functional, all fundamental questions must remain in their original order.

2. The Role of Clergy & Leadership Questions

Why these questions are essential:

Unless there is an extraordinary circumstance—such as the traumatic loss of a recent leader—we do not remove these sections. Decades of research show that the relationship between leadership and the congregation is a primary driver of overall satisfaction and energy. These questions allow us to understand how this dynamic impacts your specific drivers and the long-term health of the community.

3. Timing of Vital Signs Report Delivery

The importance of collaborative interpretation:

We understand the desire to review results as soon as they are available. However, our experience has shown that reviewing raw data without a trained consultant can lead to misinterpretations of complex longitudinal shifts. By walking through the results together for the first time, we ensure clarity and prevent "first-impression bias," allowing your leadership to see the data through a constructive and accurate lens.

4. Modification of Standard Questions

Maintaining the Benchmark:

The standard 86 questions of the CAT are part of a copyrighted, benchmarked instrument. To ensure your results can be compared accurately to our global database, the wording and structure of these questions cannot be altered, deleted, or removed. This consistency is what makes the CAT a uniquely powerful tool for congregational development.

Thank you for partnering with us to ensure the health and vitality of your organization.

Holy Cow! Consulting