



Conversations Executive Summary

SAMPLE REPORT

"And this is my prayer: that your love may abound more and more in knowledge and depth of insight, so that you may be able to discern what is best and may be pure and blameless until the day of Christ, filled with the fruit of righteousness that comes through Jesus Christ to the glory and praise of God."

Philippians 1:9-11

Survey Overview

The Conversations Assessment was recently administered for Sample Church, running for approximately four weeks and closing on April 15, 2025. Within the congregation, 29 persons responded to the assessment, which represents 95% of the average weekly attendance.

These responses have been benchmarked against similarly sized congregations in the Holy Cow! Consulting database that have taken the Conversations tool in the last six years. This benchmarking helps determine what is typical and what is exceptional.

Vitality Measures

Two things are needed to be a vital congregation — high levels of satisfaction and energy. Satisfaction is the sense of peaceful contentment within the organization, while energy is passion with intention and a compelling sense of purpose.

Overall Satisfaction	Approximately 64% are clearly satisfied.	HIGH
Overall Energy	Approximately 54% feel a compelling sense of purpose.	VERY HIGH
Vitality Trend	55% stated the church is clearly stronger than 3 years ago.	HIGH

Strategic Position: Transformation Quadrant

Based on these scores, Sample Church is located in the **Transformation Quadrant**. On the whole, members of the church are experiencing a relatively high level of vitality in their congregation.

This level of vitality offers the church a number of strategic options including growth, expansion of ministry or facilities, replication, or increased external impact. These outcomes are not guaranteed but are real possibilities if the church continues to take risks and adopts the appropriate strategies.

Future Priorities

As respondents look at the future, they were asked to share what areas they would like to put energy into as a congregation. The top three priorities identified are:

1. **Deepen Worship Experiences:** Deepen our sense of connection to God and one another through stronger worship experiences.
2. **Resource Management & Generosity:** Equip and support our members in effectively managing resources (time, talent, and treasure) and in developing spiritual generosity to the church.
3. **Gift Discernment:** Help members discern their gifts and equip them for ministries that are a good fit for them.

Strategic Questions for Reflection

Based on these priorities, leadership should consider the following:

- **On Worship:** Since your Worship scores are already in the 90th percentile, what does "deeper" look like for your members? Is it more complex theological exploration, or a different emotional resonance?
- **On Generosity:** How do we shift the conversation from "paying the bills" to "spiritual generosity" as a form of discipleship?
- **On Gifts:** How can we move beyond filling committee slots and instead create a "spiritual matchmaking" process that starts with a member's unique gift? Are there ministries that no longer fit that we have the courage to let go of?

Church Culture: The Magi Culture

Sample Church is categorized as **More Progressive** theologically and **More Adaptable** in its flexibility style. This identifies the congregation as a **Magi Culture**.

The Magi culture is ultimately concerned with the rational integrity of faith, the just application of faith to life, and the journey of understanding. This culture excels at analytical thinking and serves as a powerful advocate for those lacking power. It is an environment that embraces progressive perspectives to engage with a changing society.

Strategic Planning for the Magi Culture

- Focus on the intensive work of **deep thinking** regarding the church's mission.
- Intentionally facilitate the **navigation of doubts** and differing viewpoints to achieve unity.
- Establish a strong **intellectual commitment** as the essential foundation for action.
- Develop **relational aspects** of community life to ensure intellectualism doesn't become a defense mechanism against painful emotions or overthinking.

Clergy Needs for the Magi Culture

Clergy serving within a Magi culture must be:

- **Exceptionally strong teachers** who can engage with the congregation's intellectual curiosity.
- Adept at framing **spiritual formation** through deep thinking and mental development.
- Comfortable navigating **high levels of theological diversity** and helping members work through complex questions.
- Capable of incorporating **empathy** to create a sustainable path for growth.

Performance Dashboard

This section benchmarks your scores against other churches nationally. A percentile rank of 50 is average.

Index	Rank	Rating / Interpretation
Worship	90	HIGH
Ministry Support	89	HIGH
Hospitality	75	HIGH
Governance	34	AVERAGE
Conflict Management	19	STRENGTH
Spiritual Vitality	22	LOW

Note on Conflict Management: Your score in Conflict Management is an organizational strength. Because the survey question ("There is a disturbing amount of conflict...") is negatively framed, a **Low** score indicates that members believe the church environment is exceptionally stable and healthy.

The exceptionally high ratings in **Worship** and **Ministry Support** serve as the engine for the church's energy. While **Spiritual Vitality** is currently lower, your high **Hospitality** and **Adaptability** provide a strong foundation for addressing this through your stated desire for deeper worship and gift discernment.

"And God is able to bless you abundantly, so that in all things at all times, having all that you need, you will abound in every good work."

2 Corinthians 9:8