

How do I persuade others to engage in NCD?

People first need information. Good decisions are not made in the absence of information. Before anyone decides to engage in NCD, whether they are a pastor, a denominational leader, a layperson, a coach, etc., they need a basic understanding of NCD, what it is and how it operates. Here are some of the points that will need to be covered in order to make sure people have a holistic and accurate understanding of NCD:

- What NCD is: A process to increase the health of a church that pinpoints where to focus attention to improve health and release greater growth potential.
- NCD is not a one-time event. NCD is not a survey, but a journey that involves people and empowers them to make positive changes in their congregations.
- What are the quality characteristics?
- What are the benefits of doing NCD? Certainly NCD requires effort, so a cost/benefit analysis is in order. What will the costs be? What are the expected benefits? Are the benefits worth the cost?

The following CoachNet documents for members can be helpful in disseminating information about NCD:

Doc 102: Overview of NCD (handout)

Doc 103: Is NCD biblical?

Doc 104: Does NCD work?

Ask yourself whom you need to talk with about NCD. Often it's best to start with the people who are closest to you—key leaders you serve alongside. Then consider their position: Is the person you're talking with a layperson? A denominational leader? A pastor? What questions and concerns is he or she likely to have? The more you are able to gauge people's responses and anticipate their concerns, the better you'll be able to address the issues that are most meaningful to them.

Then provide opportunities to communicate information in several stages. Don't dump a lot of information all at once then ask for a decision—people need time to process. A series of interactions over time helps increase people's understanding so their commitment grows. Maybe begin by giving them a copy of "The ABC's of Natural Church Development," a pamphlet style book. Then engage them in some conversational questions: What's your level of interest? What questions do you have? What issues do we need to address to move forward? What

are some of the obstacles you see? The more people have a chance to move gradually through the process the better off they'll be.

Generally, it works best to talk with people individually rather than bringing it up in a group situation. After you've had the chance to process with a number of people, it may be time for more formal group conversations.

How to create ownership in ministry:

- Separate discussion from decision. Share information, dialogue, and allow time to pass before asking for a decision so people have ample time to think, pray, and process.
- Conduct discussion in stages. Don't provide all of the information at once, as that can be overwhelming or make people feel rushed.
- Practice good communication and listening skills.
- Respect others and their opinions, even if you disagree.
- Don't try to get everything done at once. The biggest mistake people can make is trying to get everyone on board immediately. Remember that it probably took you a while to explore NCD and come to a decision about it, so be sure to give others that same advantage. Impatience will not yield a considered commitment to the NCD process and can often do damage.
- Provide opportunity for dialogue. One-way conduits of information are seldom effective.

CoachNet Resources

When you're persuading people to take the journey of NCD, you can show them the CoachNet NCD Journey, an interactive CD presentation. If you don't have the CD, you can view the full presentation at www.coachnet.org.

It also helps to tell people that along the journey of NCD, CoachNet can help with resourcing and coaching. With CoachNet to walk alongside you, you can increase the health of your church, and reach your goals with a proven process of development.

CoachNet provides a full database of PDFs and PowerPoint presentations that are customized to meet your NCD needs throughout the journey. There is no reason to reinvent the wheel.

CoachNet members can visit our [NCD Network](#) to find the resources they need for the journey. If you are not a CoachNet member, more information about NCD, and about purchasing a membership, is available at www.coachnet.org.