

Generospitality Part Five - The Seven Checkpoints of an Engaging Guest Experience

Your guests feel your hospitality, or the lack thereof, as they navigate a shared set of moments across your campus environments for the very first time. Called the Guest Experience Checkpoints, these moments are common to every new worshipper and will set the tone for how they feel about your worship service. These seven checkpoints also shape each guest's desire to come back the following week. It is important to understand that all of these experiences will likely occur in the first 11 minutes a guest is on your campus.

This means that the Seven Checkpoints often take place apart from the moments that leadership has prepared for, and invested the most pre-Sunday time in: the worship set and the sermon text. Before a G chord gets played or a Greek verb gets parsed, most of your guests have already formed a permanent impression of your church. The team-centered tool download below gives you the opportunity to unpack each checkpoint with a fun, tongue-in-cheek assessment and provide key *Go Ahead* actions.

In each case, the goal is to move away from the typical hands-off "we think you can figure this out" Sunday morning approach. What if your Sunday experience communicated to the guest "we are expecting you to be here" every week? The goal is to build confidence in your guests, through each of these moments. Great guest systems communicate that we are ready for you this morning and that we are anticipating God to do a work in you. These seven checkpoints will help your team be great stewards of your church's first time guest experience and demonstrate Biblical hospitality to a community waiting to know they are loved.

[Download the Seven Checkpoints of an Engaging Guest Experience Tool here.](#)

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