

The Genius of Being Simple and Obvious Every Time

Simple and obvious leadership tip for you today. But it's one that I've seen pay big dividends over the years.

If you've ever watched an infomercial, you know that it says to call their phone number over and over again. The TV personality says it repeatedly. They flash it on the screen multiple times.

It seems **repetitive**, almost to the point of being obnoxious. But they're just trying to make it simple for people. Obvious. And they do it for two simple reasons: 1) **people need them to**, and 2) **it works**. Otherwise they wouldn't do it.

I think every church should adopt the same strategy. Obviously I don't mean flashing numbers repeatedly on the screen. But we do need to make the simple things simple. The obvious things obvious. Because **we should never overestimate the ability of people, including ourselves, to miss the simple and the obvious**.

Here's a few ways this works at Elevation:

- Every week we tell our first time guests that they're our VIPs.
- Every week we tell everyone to stop by an orange tent to get involved.
- We encourage people to give all the time.
- We encourage people to get in groups all the time.

In a different way every week and every time. But the same basic, clear messages every week and every time

Is it repetitive? Maybe.

Does it make the obvious things obvious? Definitely.

And those are just the nuts and bolts of a church. Imagine how much more important it is when we're talking about things like the Gospel. Or the vision of the church. Yet many churches only communicate those things a couple of times per year.

This might seem like a simple and obvious tip to a lot of you. Why even blog it?

Because we're no better than our audience.

Even the simple and obvious leadership principles need to be made simple and obvious, and repeated over and over again to leaders like you and me.

Read more from Steven [here](#).