

How a Mere 18 Inches Can Start a Counter-Culture Revolution

Look at this picture. **What do you notice?**



These guys that change oil and rotate tires made a small adjustment to their store that could also make a big difference in a first-time guest's perception of your church:

They came out from behind the counter.

By turning the computer screens around and standing next to the customer, a type of counter-culture revolution started. According to the mechanic, without the physical barrier in front *he feels more connected* to each customer and a *higher level of trust exists*, as they can see what he sees on the computer screen.

And who does not need more trust from their mechanic?

Most churches need a revolution from the “counter-culture” as well. **Moving about 18 inches out from behind the typical welcome center desk...**

... communicates readiness. Removing the barrier helps host team members feel more accessible to someone new, almost as if guests were actually expected. Take a walk around your church hallways or lobby. *Which counters are ripe for removal and which should reside*

against the wall?

... **forces simplicity.** Church communications clutter diminishes when it can no longer hide in cabinets or shelves under the counter. Take a look at everything on and behind your welcome desk. Thinking next steps, ask yourself: *What are the one or two most important pieces of information a guest needs right now?*

... **builds intention.** Volunteers who are not standing behind a counter move from a passive posture and naturally become more engaged with their surroundings. Take an evening and schedule some training. *What skills and practices will help lead your host team members from reactive welcoming into proactive hospitality?*

Counters are great when dispensing a product in coffee shops and fast-food restaurants. However, even tire stores can see the relational benefit of moving out from behind desks to **serve and engage people where they are.**

*Isn't it time to start a **counter-culture revolution** in your church?*

Would you like to know about how your environment can be more engaging? [Connect with an Auxano Navigator and start a conversation with our team.](#)