

## Ministry Branding and Culture: Two Sides of the Same Coin

Your church's culture is the combined effect of the interacting thoughts, values, thoughts, attitudes, and actions that define the life of your church. At the same time, your church probably pumps out communications all day long but misses the opportunity to constantly reflect and reinforce its vision.

**Have you ever considered the fact that your culture and your brand are actually two sides of the same coin?**

In her post titled [What's Keeping Your Company Culture Intact and Thriving?](#), [Laura McKnight](#) suggests that organizations should “[make] the most of your team’s desire to do good.” Comments like that get my inner philosophy nerd all excited because they point to this idea that I’ve mentioned a time or twelve on this site. Organizations, culture, leadership, engagement, etc—they’re all about helping all parties involved become more appropriately human.

As humans, there are things we naturally want to do. You’ll notice I didn’t say we naturally always *do* them; but we have aspirations, at least much of the time, of being kind to our fellow man and so on. It would make sense, then, that organizations would live and lead in light of that understanding. If organizations are indeed clumps of humans working and living life together for the bulk of their waking hours, **why *wouldn't* you want to integrate doing good into your organization’s way of life?** Organizations are literally [habitats for humans](#), after all.

These humans, these folks next to you and me at the office, if given the opportunity, would likely want to help out their fellow man somehow. I mean, we see it inside the organization all the time, don’t we? Or at least when we’re working the way we all want to work we see it, right? We see someone who needs help, so we help them. We see someone struggling, so we come alongside, put our arm around them, and try to assist. This is that desire to do good that Laura was mentioning in her [post](#). So why wouldn’t we, as organizations and leaders, employ proactive strategies to turn that desire inside-out?

For regular readers of this site, this idea isn’t anything new. I’ve said the same thing about marketing for a long time. It all comes back to culture.

**If culture is who you are—your organization’s identity—then it becomes a matter of living it internally and then figuring out compelling ways to help others connect with it externally.**

**That’s why branding and culture are two sides of the same coin.**

So why not stoke the flames that might be smoldering inside your team? Why not give them even more opportunity to do what they were wired to do in a sense? As organizations and leaders, let’s proactively provide chances for our folks to do good, both inside and outside the walls of the organization.

Read more from Matt [here](#).