
Three Bottom-Line "Musts" for Your Church's Guest Services Ministry

I've been asked lately about some bottom-line "musts" to establish and/or take guest services excellence to the next level. This isn't an exhaustive list (that's why I wrote a few books on the topic), but these core essentials will provide a foundation to make your serve to guests excellent and personable.

- **Leadership:**
 - Are the right leaders in place?
 - Do they carry the DNA, mission, vision and values of the church?
 - Do they hold the experience of the guest as a top priority over personal convenience?
 - Are they gifted leaders – not merely doers (although they may “do” fantastic work)?
 - Do these leaders have chemistry, trust and love for each other?
 - Do they model the level of personable service you want every team member to practice?
- **Values:**
 - Are values defined and communicated (whatever those are... Team, Engagement, Next Steps, People Matter, etc)?
 - Are teams using those values as lenses to serve guests? That is, are they operating from a motivation of values rather than mere technical training or a task list?
- **Systems:**
 - Are systems defined and functioning so guests are served well?
 - Are systems facilitated and owned by team members who utilize those systems to serve people?
 - Do systems help team members understand their schedule, expectations, and feedback loop?

Of course if you're providing guest services in the local church, it's assumed, but should be stated - the love of God in Jesus motivates everything you do. It is the number one driving value. **Helping people experience the grace of God is the point - or there is none.**

Read more from Mark [here](#).



Want to learn how to create an EXCEPTIONAL Guest Experience at your church? [Check out Auxano's Guest Experience Boot Camp, coming to Orlando, FL on April 3-4.](#)