

## **Ken Dean - The Dean Group**

### **When should we develop the design and begin to show our congregation?**

So, in looking at these detail un-learnings that lay leaders and pastors wanted to share, the first one that came up, and this is the one that probably came up most often, was the problem of starting drawings or architectural plans ahead of a relevant strategic plan. And the problem with this, and the reason we need to unlearn it, is because once you start drawing, once the design starts taking shape and you've got pictures, then that naturally takes things in a momentum, because those drawings then end up being things that are released to the church. They make their way into the public part of the organization and each of those drawings also start framing out expectations of the congregation.

And the problem is that if those drawings are the first part of your process, and you haven't gone through really detailed strategic plan, then many times, later on, you get to a point where you realize we didn't think of everything. Or this is bigger than what we're really going to have the financial ability to do, and you end up having to circle back in the process and go back into redesign. And when you do that, and it's already become part of the public part of the congregation, you have some emotional capital loss. So, it's really important not to get the design phase of a project out of sequence with good realistic, relevant strategic planning.