

How to Try

Workshop Rev. Lorenzo

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Overview of the

workshop

- Hour 1: Introduction
- Hour 2: Step 1 > Insights
- Hour 3: Step 2> Ideation
- Hour 4: Step 3> Trying

Let us

pray...

Let's say hello!

In the chat box, please write: - Your name -
Your congregation - Your "What if"
question.

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**I'm Lorenzo. Nice to
meet you!**

1- think of an idea 2- pray about it 3- write it out 4- form a
committee 5- hold listening sessions 6- write a paper 7- go to
a conference 8- do theological reflection 9- talk about it in the
diocese 10- discern some more 11- bring to vestry 12- bring

to vestry again 13- try it

1- try it

TryTank is the

experimental

lab for church

growth and

innovation.

What is a TryTank?

We're a joint venture.

But what is it?

- Is it a “think tank”?
- Is it the “way to save the church”?

- Is it a “silver bullet”?
- Rather it’s...

...it’s a place where we can ask

But our experiments

speak best...

- Right now **56** of them
- Let’s take a look at some...

Before all the

work

It is important to remember that this is

about Jesus and spreading of the gospel.

Dial-A-Priest

Phone line connecting retired Episcopal clergy with those needing pastoral care and end of life prayers.

Grow the plate collection at congregations by making it as easy and fast as possible for people to give in other forms than cash.

Digital Collection Plate

Connected Congregation

Using available technology that allows for fun and incredibly easy points of contact between the congregation and its members leading to more engagement with the church and higher attendance.

Virtual Supply Preacher

Creating a network of great Episcopal preachers who can provide recorded video sermons for congregations who do not have a Sunday clergy person and will instead offer Morning Prayer.

Theology Explainer Videos

Create a library of whiteboard videos that explain theological concepts in 2 minutes. The videos will be hosted on YouTube, the 2nd largest search engine in the world.

Spin Church

Taking the basics of a regular Soul Cycle group fitness class and making it full-out about Jesus and then sharing a liturgical meal after.

Holy failure means

we're trying...for

God!

Any questions

about TryTank?

Short stretch

break (5 minutes)

At the core of what we do!

It all begins with

“what if”

Posing the question allows you to discover for insights.

We will be using the following example: ***what if we intentionally sought new members?***

Pre-step: Assemble your team

- Different skills (extrovert, analyzer, organizer)
- Different roles
- Different ages, cultures, genders
- Look for T shaped people
- Size of team may evolve

Be Curious

1- Secondary
research

2- Observe

3- Interviews

4- Empathy

Secondary Research

- Internet (Google, TEC, Barna, Pew, etc)
- Magazines, books, newspapers

- Define goals and context
- Frame the research question
- Select and retrieve data
- Proceed with analysis and

interpretation

- Compare findings with relevant others
- Draw conclusions

Who's around us?

Who's going to

church these days?

Observation

- Looking for...
- Does it match the Secondary Research?
- Any new insights?
- How to observe?
- Define area to observe
- Select participants thoughtfully

- Carefully observe (look for insights!)
- Capture data (notes, pictures)
- Share back to the team

for things that prompt behavior

for adaptations (hacks to work better)

for what people care about

for body language (emotions are there)

for patters (objects or routines)

for the unexpected (anything out of place helps understand needs)

In our example, from the secondary research and observation we have narrowed down to a “potential” segment for new members!

It's time to go

deeper! It's time

to interview.

To conduct the interview

- STEP 1: Plan for your interview
- Who?
- Identify topics you want to learn more

about and write 8-10 questions that will help
you do just that.

To conduct the interview

- STEP 2: Conduct your interview
- Tip: Get out of survey mode and be open to surprises. Don't let your interview plan prevent you from delving into the unexpected things that surface. Follow the thread and continue to ask "Why?". To get to even meatier insights, design a few "show me" moments.

To conduct the interview

- STEP 3: Share back

Interview (another approach)

Experiencing first-hand gives you an emotional connection

It lets you go beyond assumptions you didn't even know you have

Empathy is our intuitive ability to identify with other people's inner states; you do this by putting yourself in someone else's situation as best you can

Not just to know but to feel

Conduct an empathy experience

STEP 1: Plan for what you want to learn in the experience

- Think about people you want to better understand for your project challenge. If you could walk in their shoes,

what would you want to know?

- Come up with five different answers to this question:

What's it feel like to _____?

Conduct an empathy experience

STEP 2: Brainstorm ideas

- brainstorm five to ten ideas for experiences that would help you better understand a different perspective.

Conduct an empathy experience

STEP 3: Design it

- Pick one of your ideas for an empathy experience and design it in more

detail by answering the following questions:

- What will you do?
- How will you do it?
- What props or tools do you need?
- Whose help will you need?

Conduct an empathy experience

STEP 4: Conduct your empathy experience

- As you carry out your empathy experience, make note of how you feel, what you are learning, and what you find surprising.

Conduct an empathy experience

STEP 5: Share back

Let me share an example of an empathy experience.

About sharing back

Breakout Time!

We will put you in groups of 5 or 6

You will have 10 minutes to interview and 5 to share back

Pick one to interview and one to be interviewed

What did others hear?

Assume you want this "segment" to come to church

End of day 1