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**HOW TO OVERCOME THE PLATEAUING TIMES OF CHURCH GROWTH**

Dr. Mike Wells

There are many reasons why churches plateau. Sometimes a church will plateau because there are not enough hooks in the water. The more ministries you have the less the opportunity to plateau. Most large churches have many people on staff. As the entire staff goes soul winning every week you will see more results than if just the pastor goes soul winning. As all of us are trying to produce individually by the end of the week we collectively see a bigger result. Some churches grow while others plateau and some churches plateau while others grow. If you know what makes things happen, you can then work towards preventing it from happening in your church. Dr. John R. Rice said years ago, “You give me a 100 on soul winning and I’ll give you a 1,000 on Sunday.” Learn to look at decade growth.

1. Focus on your church-wide soul winning attendance.
2. Fifteen in attendance for the soul winning will translate into 150 on Sunday, etc.
3. Keep excellent statistics. Man count in the pews, man hours out on the streets during your church-wide soul winning, number of soul winners out on your church-wide soul winning, number of bus workers, number of man hours out on the streets on Saturday, offerings, missions offerings, percentages of utilities, staff salary percentages, etc.
4. Compare year-to-year statistics and not week-to-week statistics.
5. Advertise the positive only.
6. Help people see the need to be a personal soul winner and do personal follow up work.
7. Look for new ministries to start, with the understanding that veto power belongs to your faculty, facilities, or finances.
8. Advertise areas you have already succeeded in.
9. Soul winning is an atmosphere that must be created. I believe the preacher is the one who personifies that atmosphere.
10. Soul winning should be the “in thing” at your church.
11. Push for baptisms!
12. Verbalize what you want to see God do.
13. Reward your people verbally.
14. Constantly walk people down the aisle, yourself, those that you have led to the Lord, for baptism.
15. Keep records and promote accountability. That way you and your team can spot a plateau and do something about it.
16. Do not be afraid to address the problem of a plateau with your staff.
17. Keep a list of vital signs and look at them on an annual basis and not a weekly basis.
18. Focus on manpower. When the manpower is down; push to get the man-hours on the streets up.