

## AUTONOMOUS: Why Online is So Hard to Produce

*Video Focus: Shifting from the focus on the building to online*

**1. If you want to increase membership and creativity, then a value of online worship must be that you can make new disciples online. Many churches have not used online worship in this way, and instead are focusing online worship on their members. What has your church done?**

Members only

Outreach oriented: target is LOCALS Hybrid

What criteria are you using to inform your decision about what you are doing online?

**2. Below are a couple facts that drive online "attendance." What do you know about your current online presence? Have you looked at the statistics your online platform recommends?**

More people log on to your service on-demand, during the week, not during your live-stream on Sundays. • Do you do live stream, worship on your website, on-demand, or some combination?

- What have you observed about attendance spikes?

Most "attendance" of all online worship is from people who logon and log off in 3 seconds.

- There are other categories. What are your percentages in each? If you do not know, how will you find out?

**3. Does discipleship drive your worship efforts in your building and online? Do you want to make the shifts associated with producing outreach oriented online worship?**