

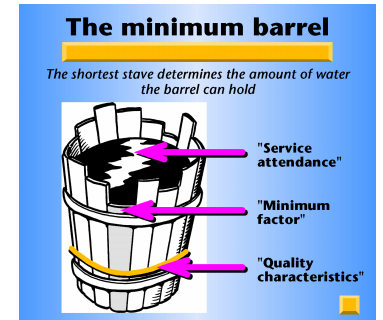
# Profile *Plus*



Quality Characteristic Analysis & Trends  
for the Natural Church Development Journey of

## Zion Lutheran Church

Current Pastor (for 31 years): Harold Oliver



Profile	Date	Minimum Factor	Maximum Factor	Min - Max Difference	Average
4	Oct-08	47 Inspiring Worship Service	72 Empowering Leadership	25	61.96



# How to use Profile Plus

## 1. Essential Reading to Use Profile Plus Effectively

### 1.1 Why this resource?

Your church is a dynamic, living organism whose health is constantly changing. All actions in your church at every point in time, especially decisions by leadership, result in the church's health improving or declining. No matter how healthy your church is, there are always areas for improvement. Profile Plus provides a comprehensive and clear picture of church life so you can track that dynamic change and stay focused on current and emerging health issues.

Growing the church is a partnership with God. Profile Plus helps you fulfill your role of identifying existing and potential barriers to health. Regular, accurate identification of barriers, and taking effective steps to remove them, maximizes the potential for ongoing growth.

### 1.2 The Profile Plus numbers

The statistical scale for all Profile Plus graphs is the same as the one used for the basic profile graph of the eight Quality Characteristics. The results are standardized scores, not percentages, based upon a standardization for your country that is updated annually. The result for each question can be directly compared with the results for all other questions. The statistical model is as follows.

- The "average" church will score 50: above 50 means above average health and below 50 means below average health.
- 70% of churches score between 35 and 65.
- Scoring 65 or higher puts your church in the top 15% of churches. This shows a high degree of health.
- Scoring 35 or less places your church in the lowest 15% of churches.
- It is possible to get less than zero and more than 100.

### 1.3 Recognise strengths and weaknesses are relative

For a proper perspective on the health of individual scores, you must compare them with the results for the rest of the country and not just the other results in your profile. Do this using the scale on the left side of the page (see 1.2 above).

For example, you may score 43 for "New Christians find friends in our church quickly" while all other results for Need-oriented Evangelism are over 55. On this comparison alone, you may conclude: "We are no good at helping new Christians find friends". A comparison with the rest of the country shows such a conclusion to be untrue.

### 1.4 Negatively-phrased questions

All questions on the Profile Plus graphs are taken directly from the questionnaire. However, the questionnaire includes some negatively-phrased questions to achieve statistical accuracy. The *graphed results* for these questions have been *reversed* on the Profile Plus graphs so that they can be compared directly with the graphed results of positively-phrased questions. Negatively-phrased questions are identified by a (neg).

In reading these results, you may wish to rephrase the question by adding a "not" (or equivalent phrasing). If that is too difficult, remember this: the higher the result, the healthier it is.

### 1.5 Avoid trying to do your own calculations

It is not possible to average the results for questions related to a characteristic and generate the overall result for that characteristic. For the results do not include the contributive weightings of each question towards the overall result for a characteristic.



## 1.6 Accuracy

Completed profiles are regularly added to the database in your country and a new national standardization is issued by the Institute for NCD every year. This ensures the ongoing statistical accuracy of all detailed analyses.

The anonymity of the survey process also contributes to accuracy because respondents feel that they can say exactly what they think.

## 2. Getting the Most from Profile Plus

The principal function of Profile Plus is to help you accurately identify existing and potential barriers impeding healthy growth.

### 2.1 Where to begin

The most helpful information regarding the key health issues is found on the following five pages:

- Cover page - containing summary information
- 'Quality Characteristic Current Profile'
- 'Current [Minimum Factor]'
- 'Current Highest 10'
- 'Current Lowest 10'

Having focused on the principle issues raised in these pages, particularly with respect to the Minimum Factor, the other graphs can be used to bring further insight into the information found in the above five pages and for addressing other specific ministry areas.

### 2.2 Suggested method of interpretation

The following is a proven method for interpretation. It involves placing individual results within the context of the whole profile and identifying unique issues by exploring connections between questions.

1. *Look within a Quality Characteristic.* Examine the results for a Quality Characteristic and ask questions such as:
  - "Why is *this* result high and *that* result high?"
  - "Why is *this* result low and *that* result low?"
  - "Why is *this* result low but *that* result high?"
2. *Look across Quality Characteristics.* Use these same questions to draw connections between results across Quality Characteristics, revealing issues and barriers not evident from looking at each Quality Characteristic on its own. (The graph *Current Lowest 10* is helpful here.)
3. *Look for trends.* If the church has done two or more profiles, additional graphs are provided showing historical trends. These comparative graphs highlight:
  - the immediate impact of actions taken to remove specific barriers;
  - longer term barriers (e.g. cultural factors) not clearly evident in a single profile; and
  - potential or emerging barriers.
4. *Look for strengths.* The *Current Highest 10* graph highlights the ten areas where the church is healthiest. Celebrate these and consider them in plans to address the Minimum Factor.

### 2.3 All activity impacts health

If you have done two or more profiles, Profile Plus shows you the effect on the church's health of all activity in the church since the previous profile, whether you actively addressed the Minimum Factor issues or not. The yellow dots you find throughout the bar diagrams are helpful in this regard.



### 3. Copyright, presentations, confidentiality and disclaimers

#### 3.1 Copyright

Profile Plus © 2007 Christoph Schalk – NCD International and Ian Campbell & Adam Johnstone – NCD Australia

NCD questions © NCD International

#### 3.2 Presenting this report publicly

You may screen this report directly through a data projector. Open the file in Acrobat Reader, Select the 'View' menu, then 'Full Screen'. Use the up and down arrows on your keyboard to select the desired graphs.

#### 3.3 Confidentiality

This report may only be used by the church whose data it contains or by the denominational leaders or the NCD coach who requested it on behalf of the church. Its contents are not to be revealed publicly without the express permission of the church concerned.

#### 3.4 Publication or presentation of results

No part of this report may be reproduced in magazines, newsletters, journals, books or websites, or presented in a public forum, without the written permission of the church and the relevant NCD National Partner.

#### 3.5 Publication of NCD questions

This report is based on the NCD Survey questions devised and compiled by the Institute for Natural Church Development International, also known as NCD International. These questions may not be reproduced in any form outside of this report.

#### 3.6 Decisions based on this report

The church whose data appears in this report has sole responsibility for:

- ensuring that the most up-to-date Profile Plus report is being used;
- determining who has access to it;
- ensuring that all who do have access read its contents accurately;
- all conclusions drawn from the report; and
- the consequences of any actions taken as a result of drawing those conclusions.

#### 4. Questions?

If you have any questions, contact (i) your NCD Coach or (ii) the person in your denomination or movement who has responsibility for NCD or (iii) the person who supplied you with the NCD Survey results.

If this is not possible, contact the NCD National Partner in your country. Contact details can be found on the NCD International website – [www.ncdnet.org](http://www.ncdnet.org). At this website you will also find:

- additional information about NCD resources, research and coaching
- NCD news, videos and case studies from around the world
- answers to Frequently Asked Questions about NCD
- eNCDine - the Natural Church Development online magazine

For further information and discussion: [www.colouryourworld.org/ncdsurvey](http://www.colouryourworld.org/ncdsurvey)

Please do not directly contact the authors of Profile Plus or the Institute for NCD International. If your questions cannot be answered at the local level, they will be passed on by your NCD National Partner.

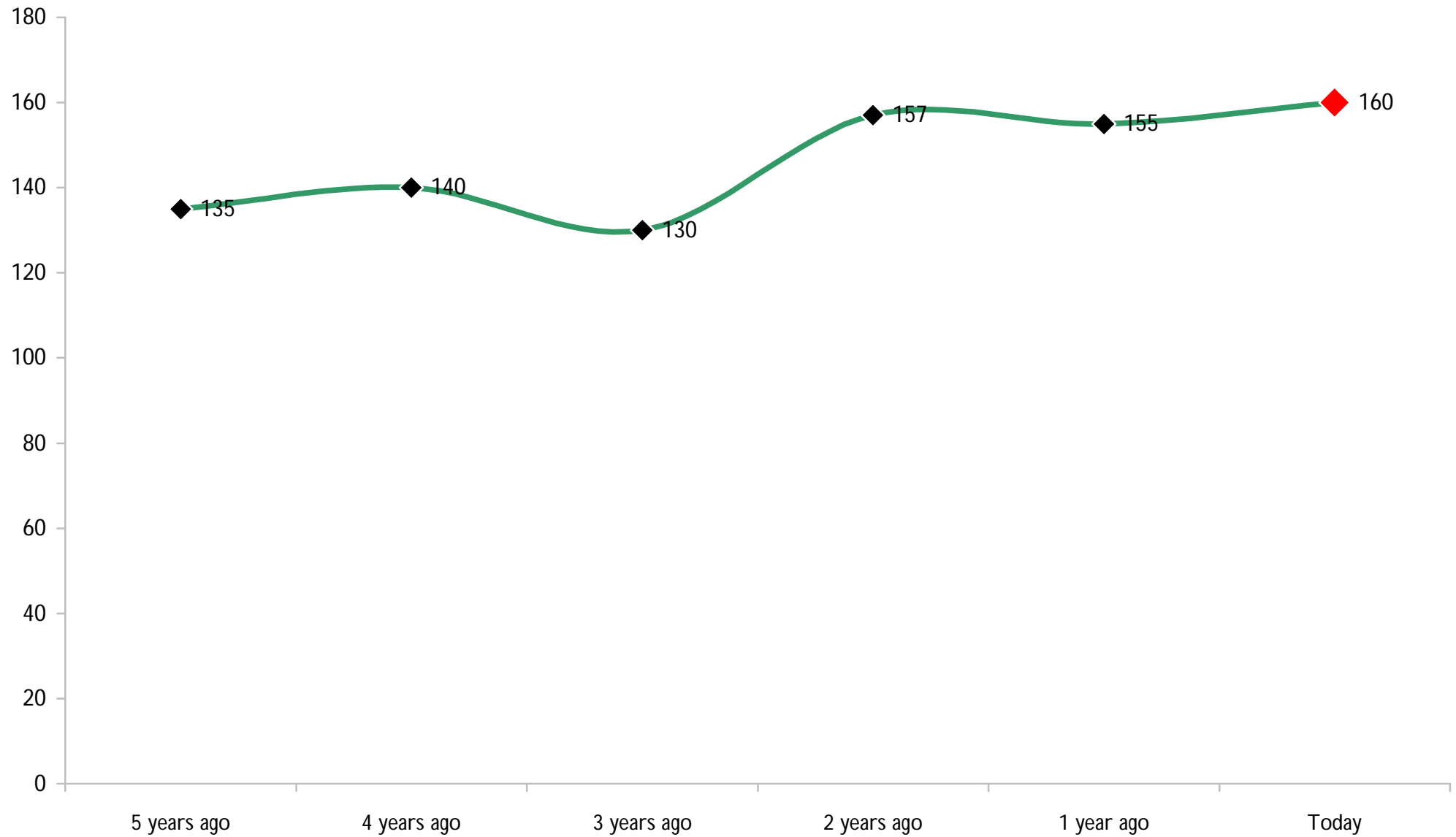
Should you require more than a brief consultation on the contents of this report, please be prepared to negotiate a fee for the services provided.

We trust that you and your church will be blessed as you use this NCD tool for releasing the potential for healthy, sustainable, 'all by itself' growth.

Christoph Schalk – Institute for NCD International  
Ian Campbell & Adam Johnstone – NCD Australia



# Adult Attendance Growth

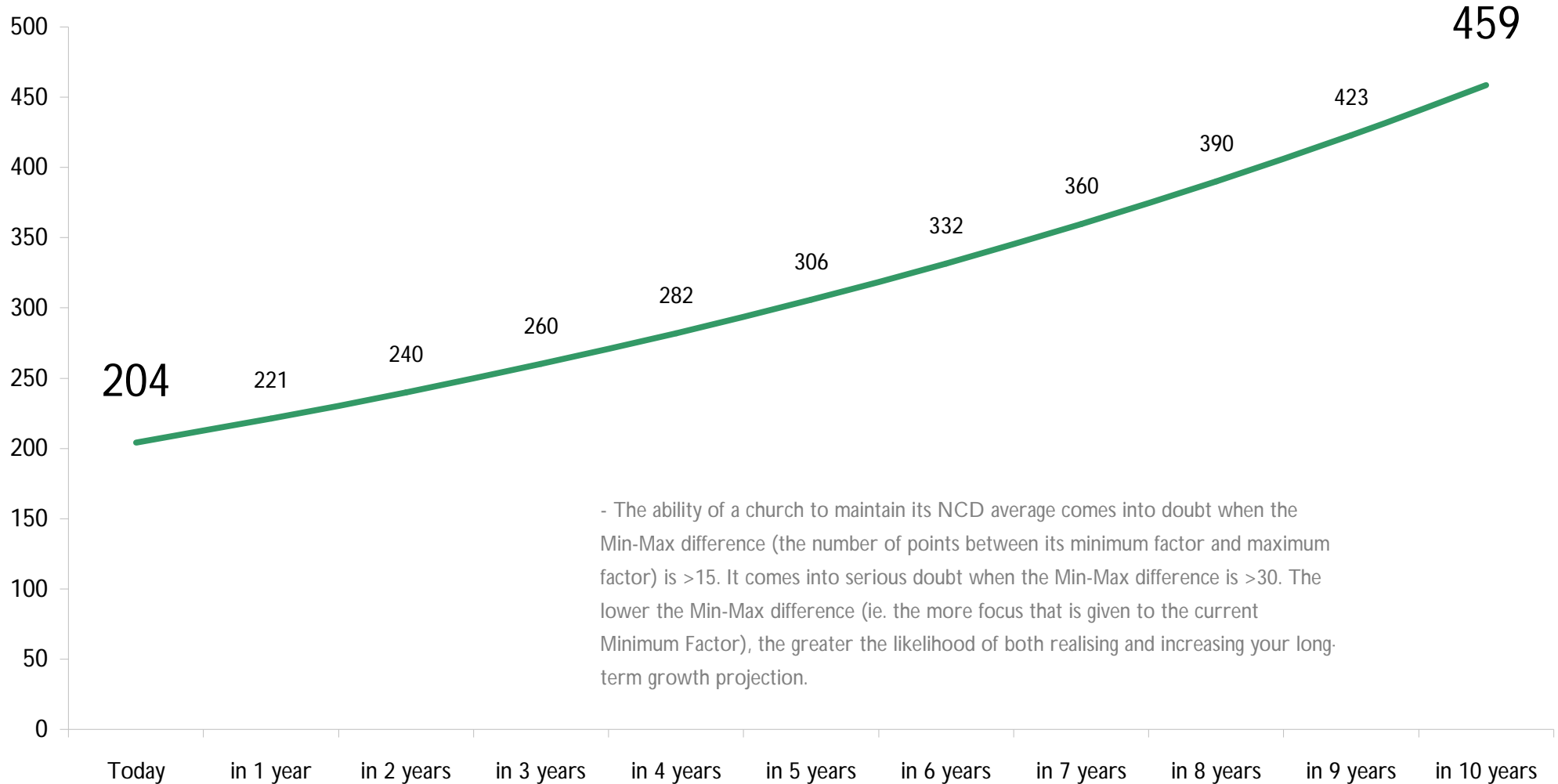




# Projected Attendance Growth if Current NCD Average is Maintained

Zion Lutheran Church  
Current NCD Survey  
Average (61.96) Min-Max (25)

- Starting with our current combined adult and child worship service attendance.
- Based on the relationship between NCD averages and growth rates of more than 55,000 churches worldwide analysed between 1996-2008.



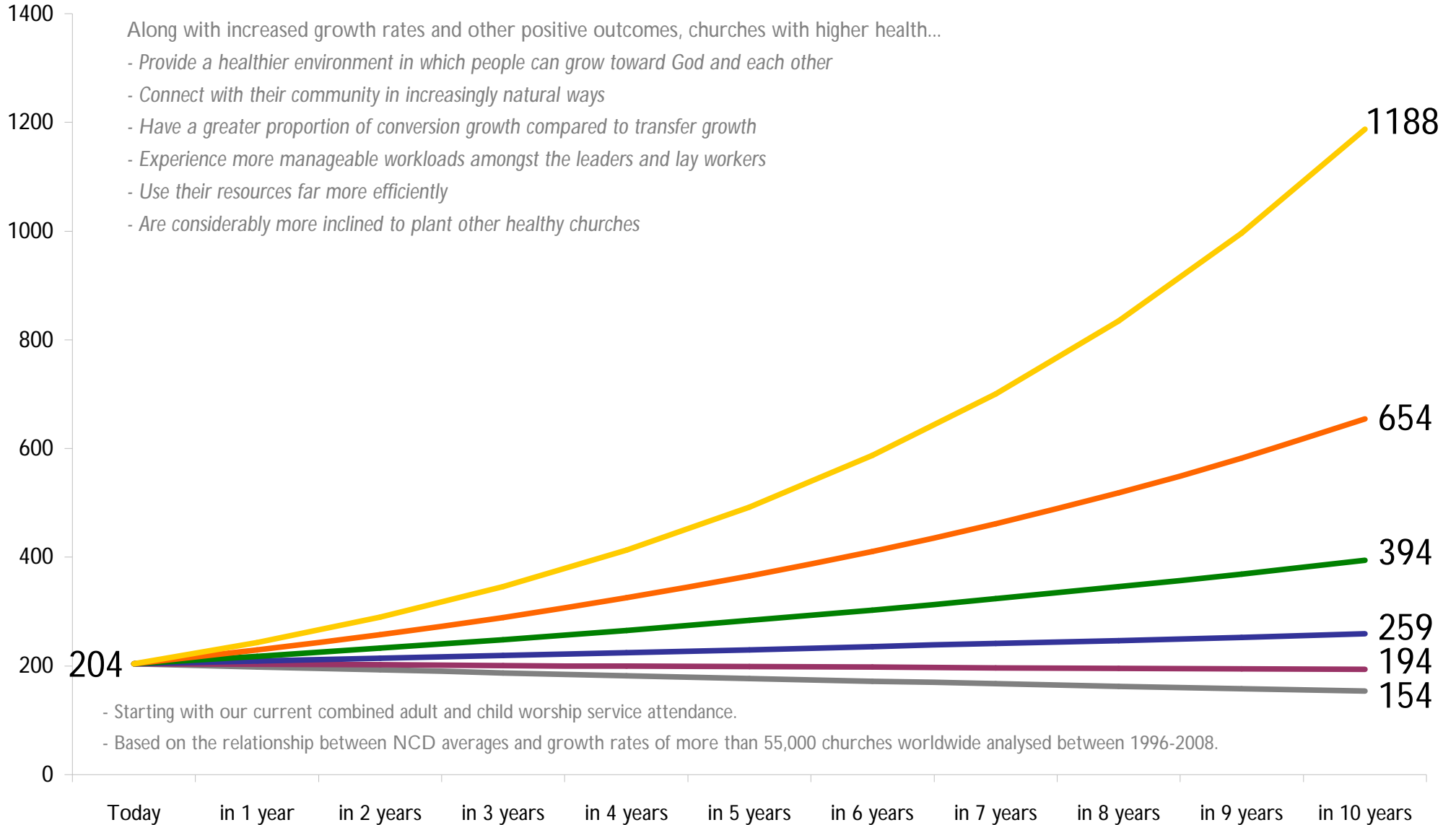
- The ability of a church to maintain its NCD average comes into doubt when the Min-Max difference (the number of points between its minimum factor and maximum factor) is >15. It comes into serious doubt when the Min-Max difference is >30. The lower the Min-Max difference (ie. the more focus that is given to the current Minimum Factor), the greater the likelihood of both realising and increasing your long-term growth projection.



# Possibility Growth Projection

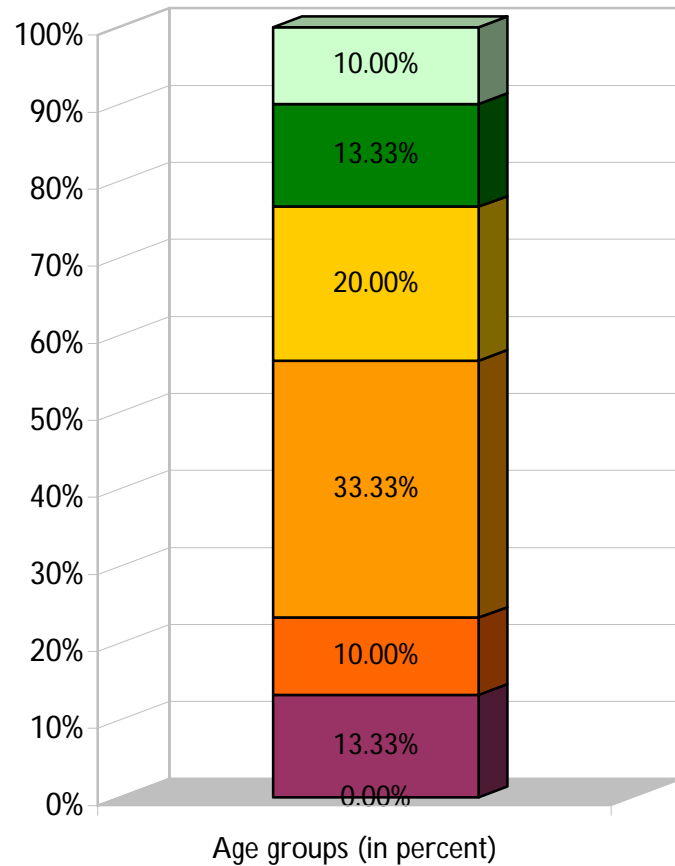
NCD Quality Characteristic Average Bands

<span style="color: grey;">—</span> < 20	<span style="color: purple;">—</span> 21-34	<span style="color: blue;">—</span> 35-49
<span style="color: green;">—</span> 50-64	<span style="color: orange;">—</span> 65-79	<span style="color: yellow;">—</span> > 80

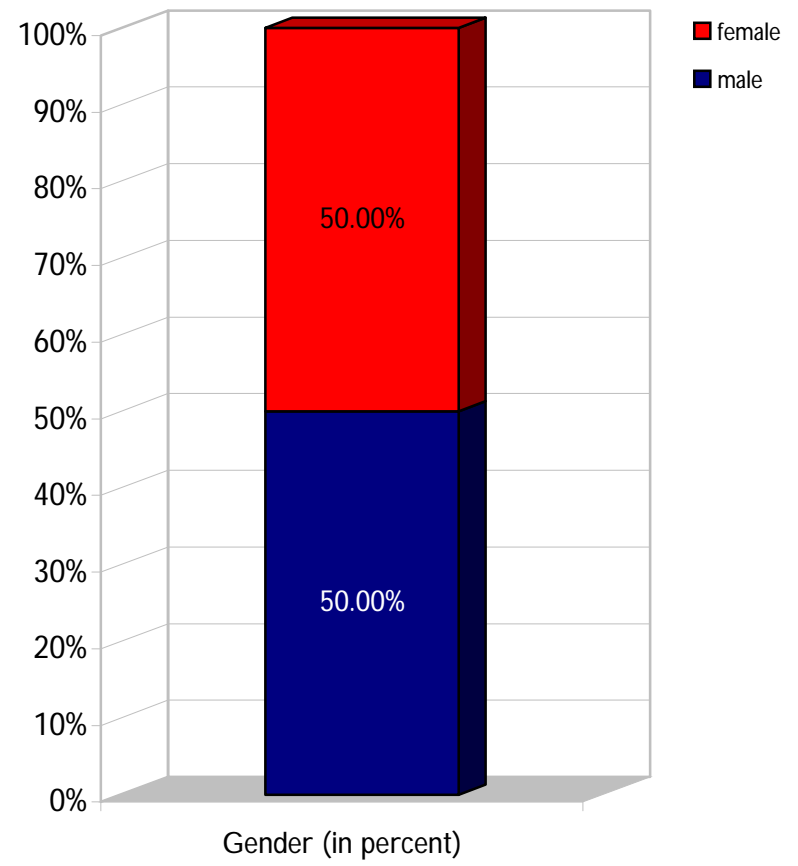




# Survey Participants by Age Groups and Gender



- 70+
- 61-70
- 51-60
- 41-50
- 31-40
- 21-30
- 20



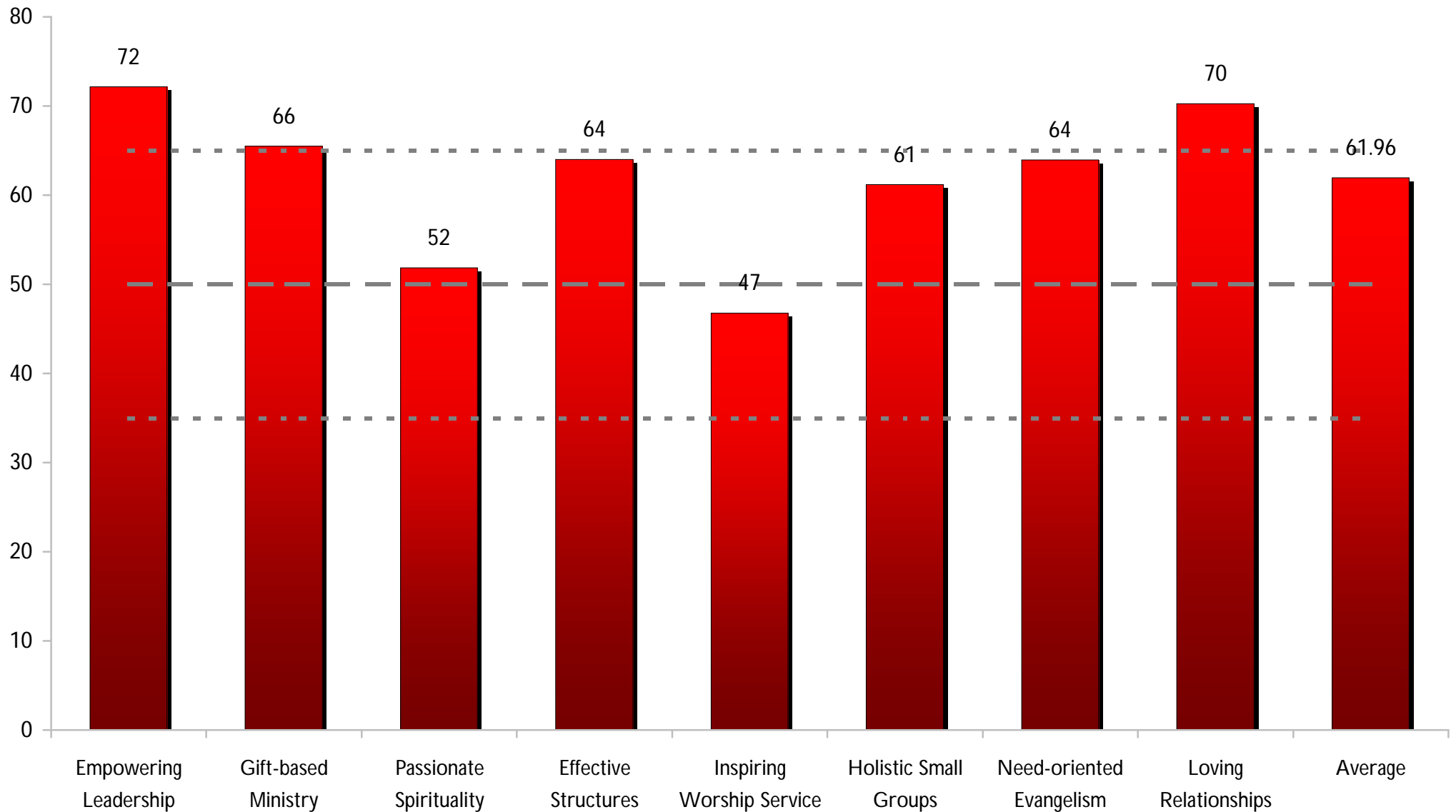
- female
- male





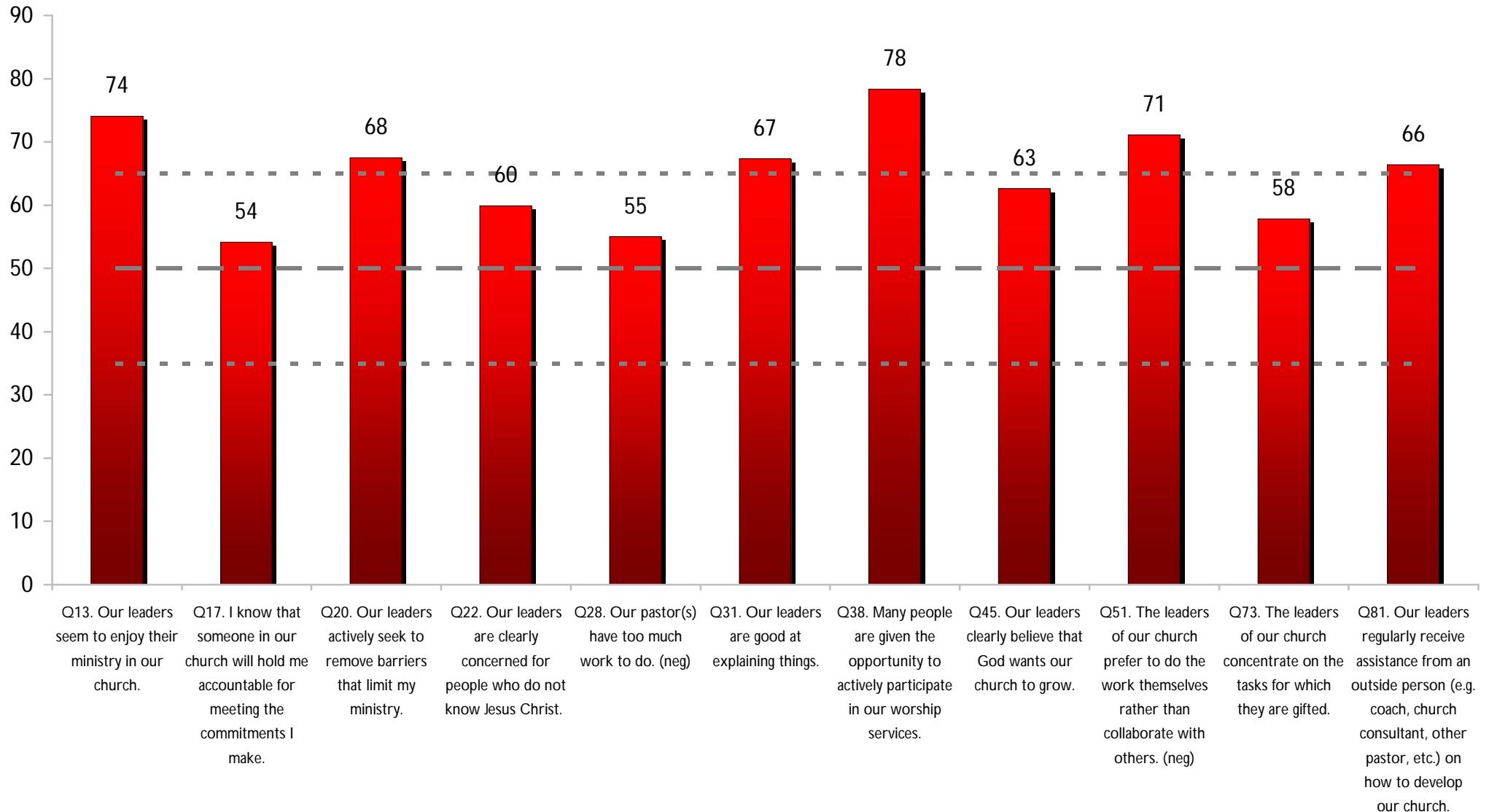
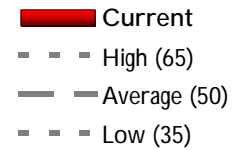
# Quality Characteristic Current Profile

- Current
- - - High (65)
- - - Average (50)
- - - Low (35)



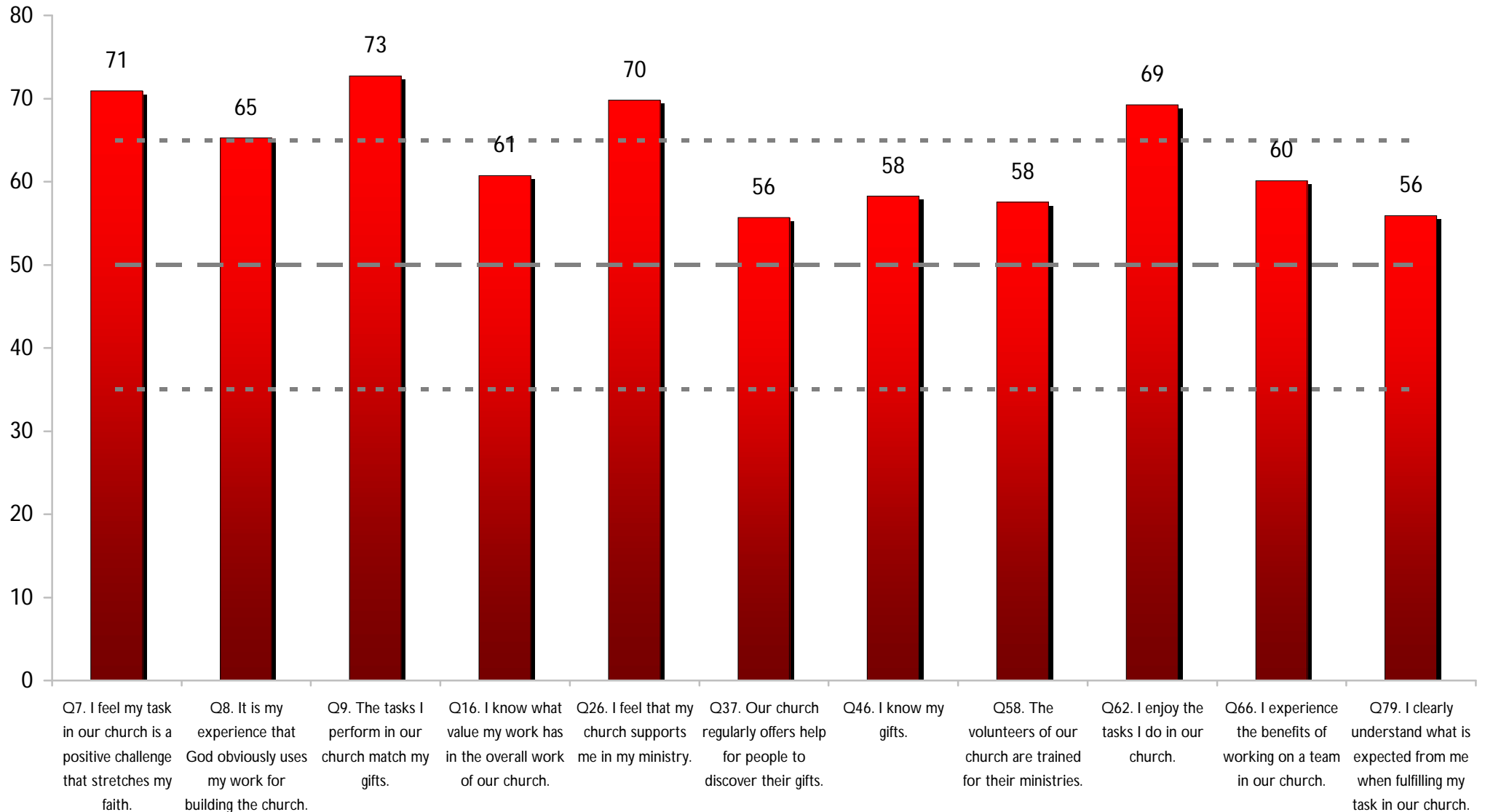
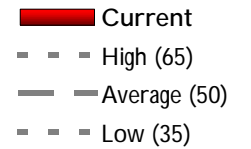


# Empowering Leadership Current Profile



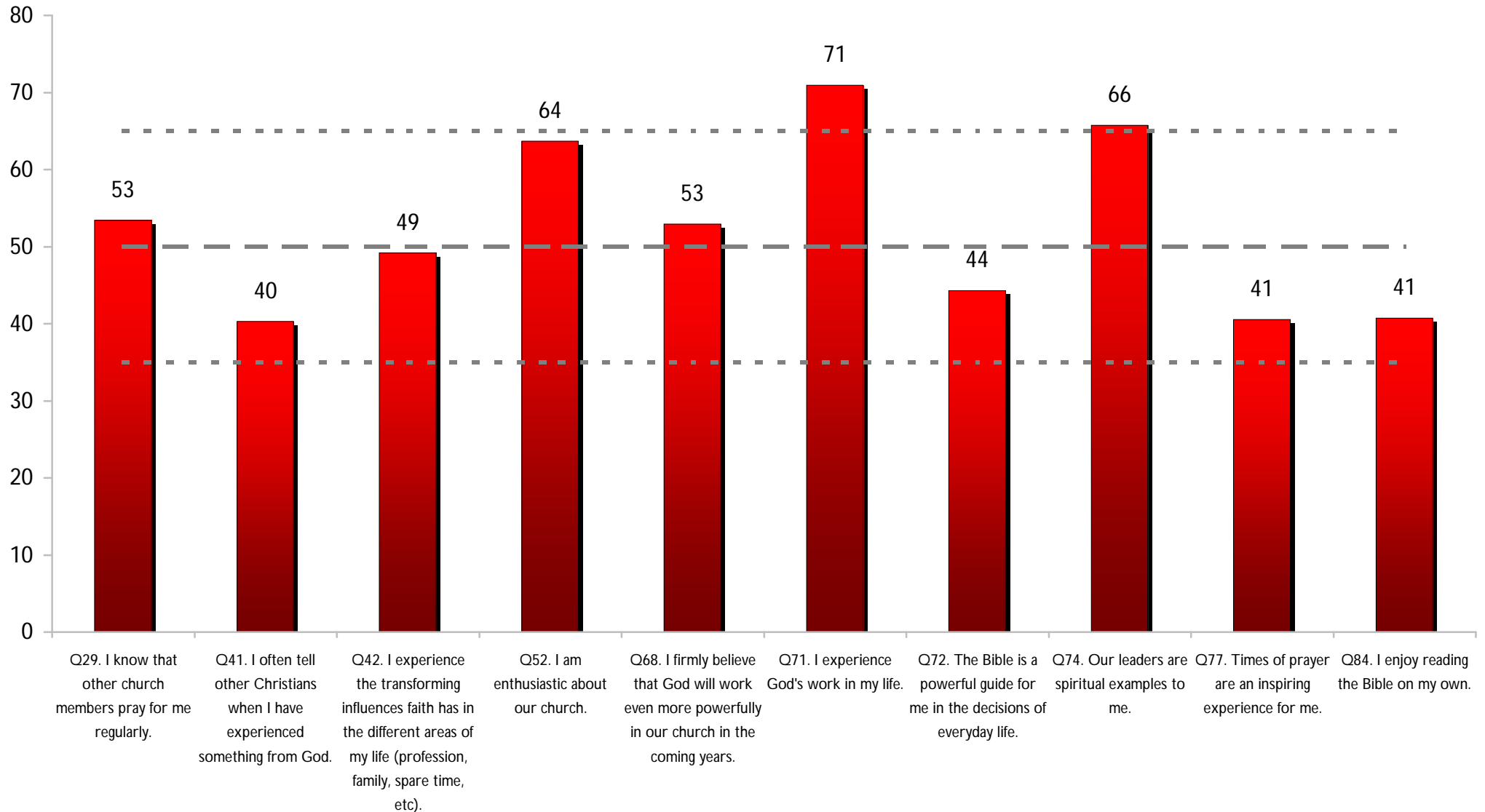
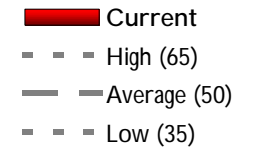


# Gift-based Ministry Current Profile



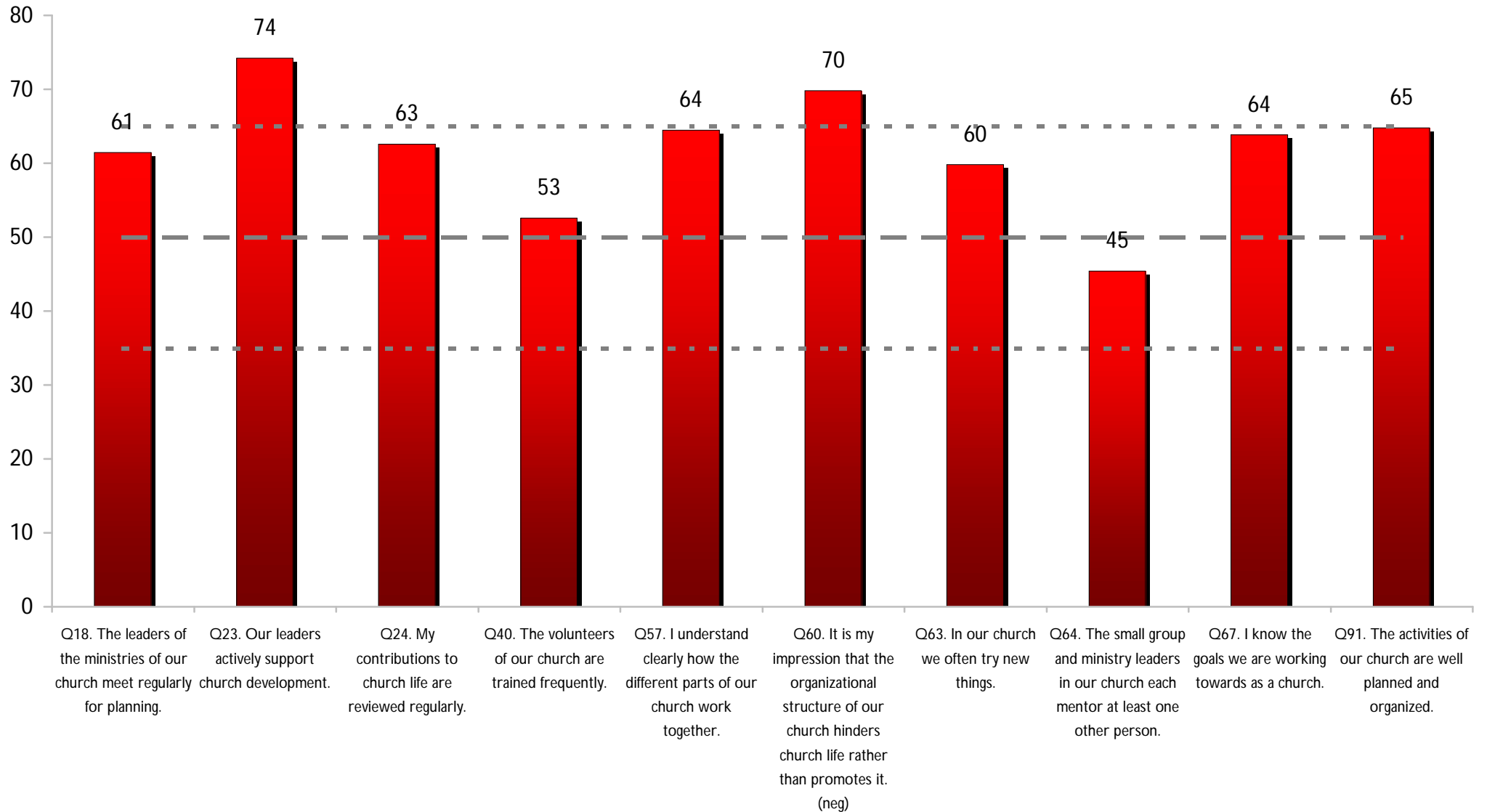
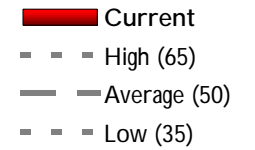


# Passionate Spirituality Current Profile



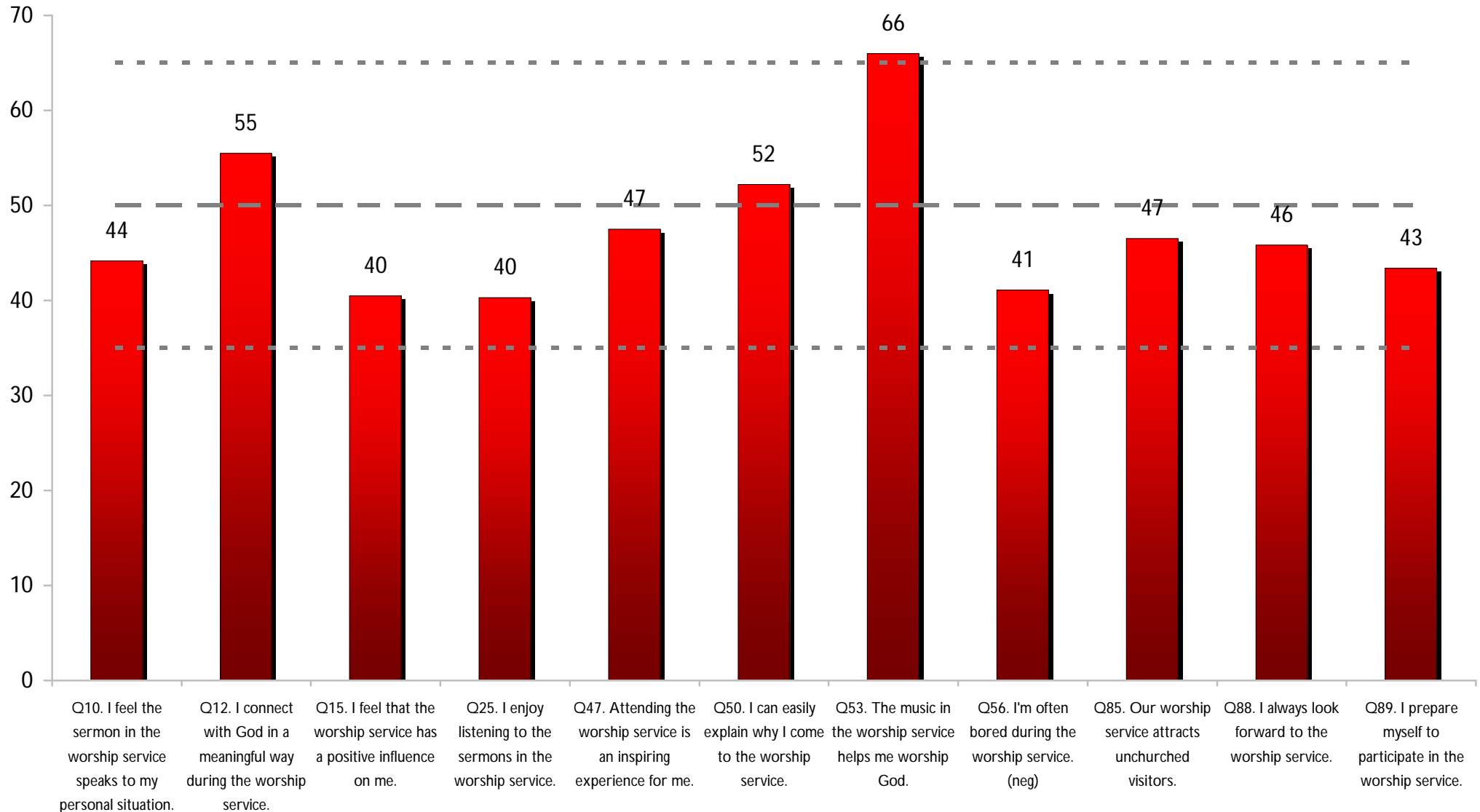
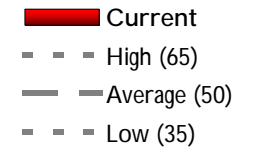


# Effective Structures Current Profile



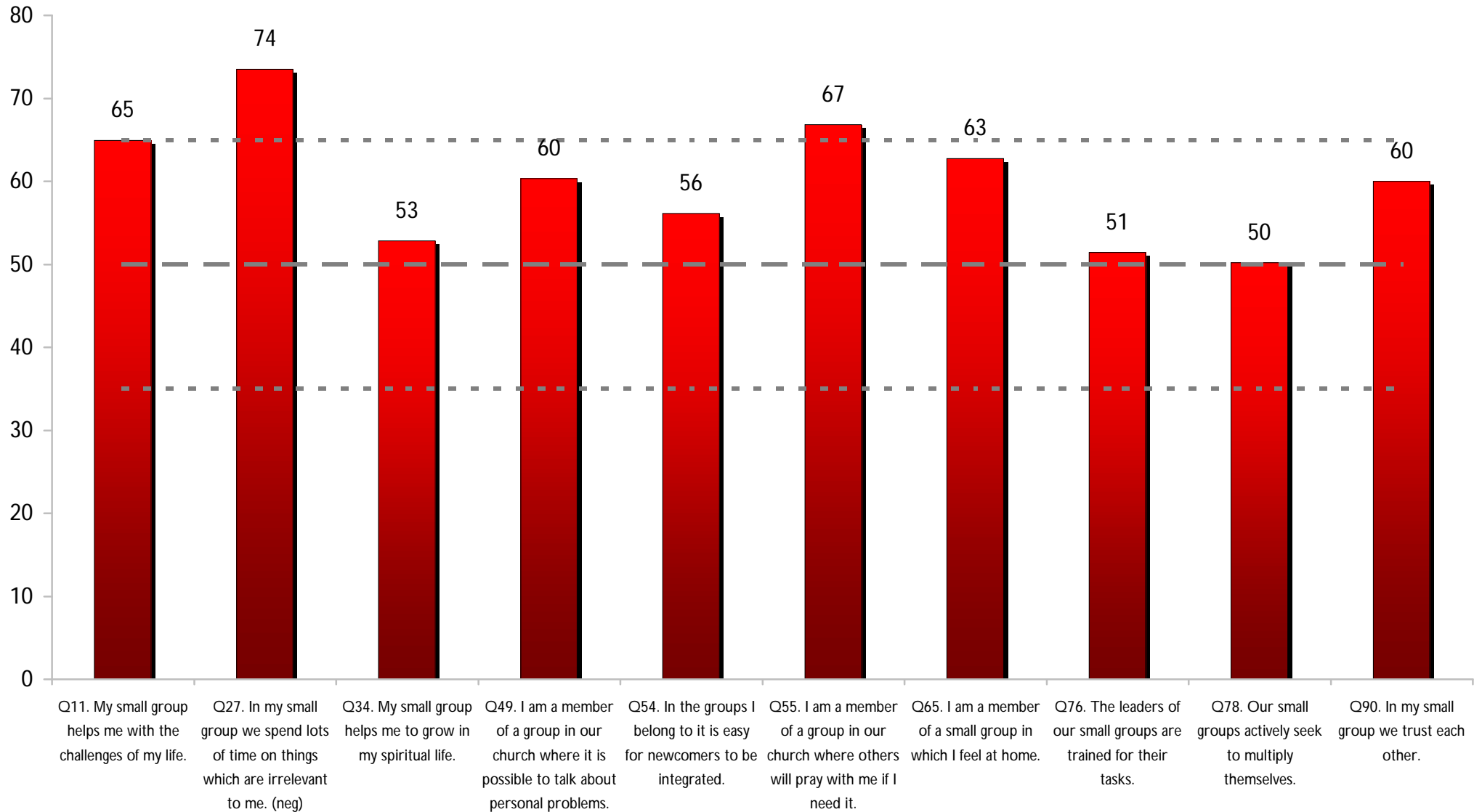
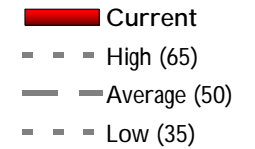


# Inspiring Worship Service Current Profile



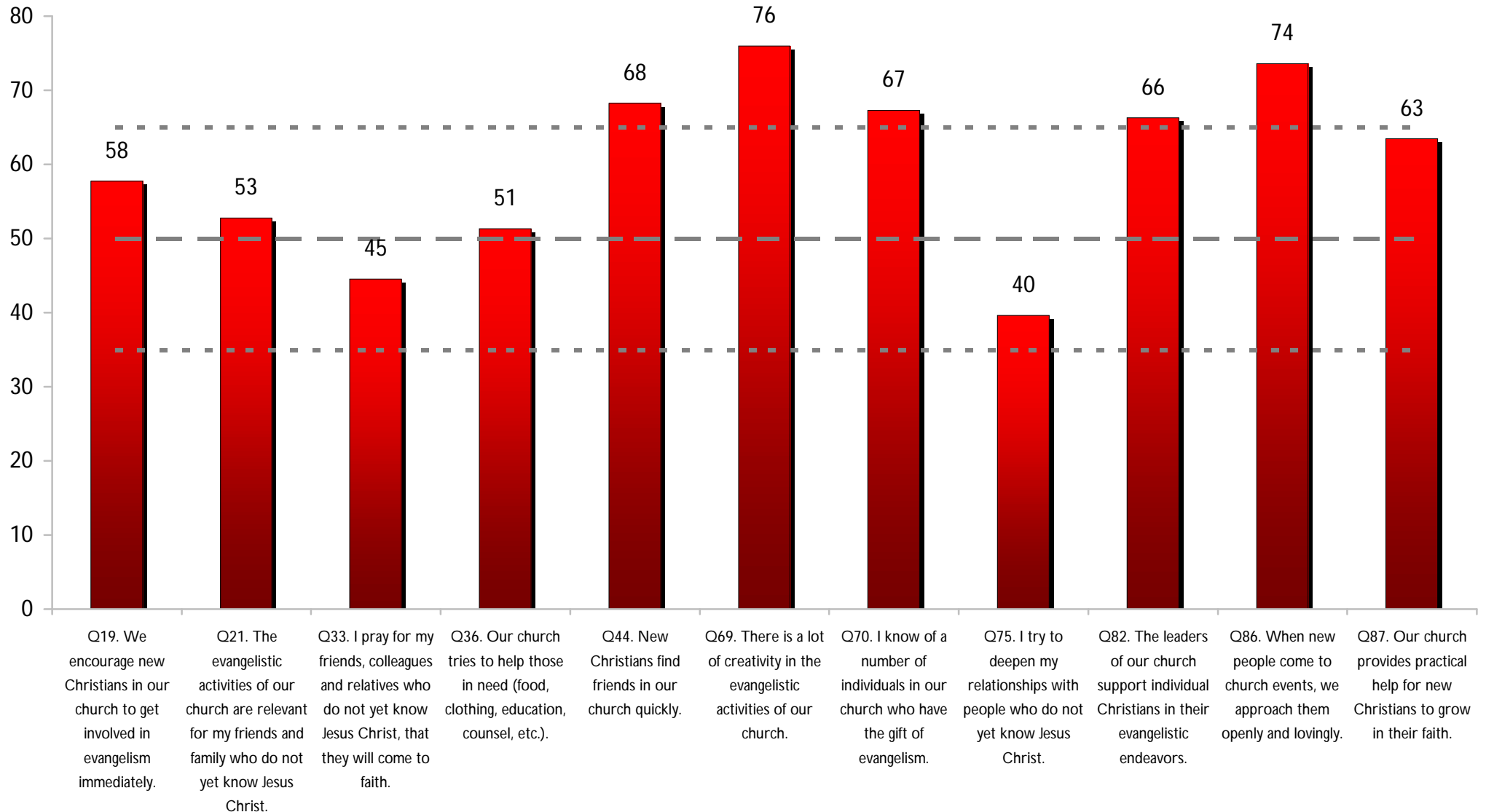
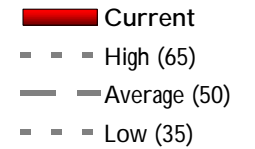


# Holistic Small Groups Current Profile





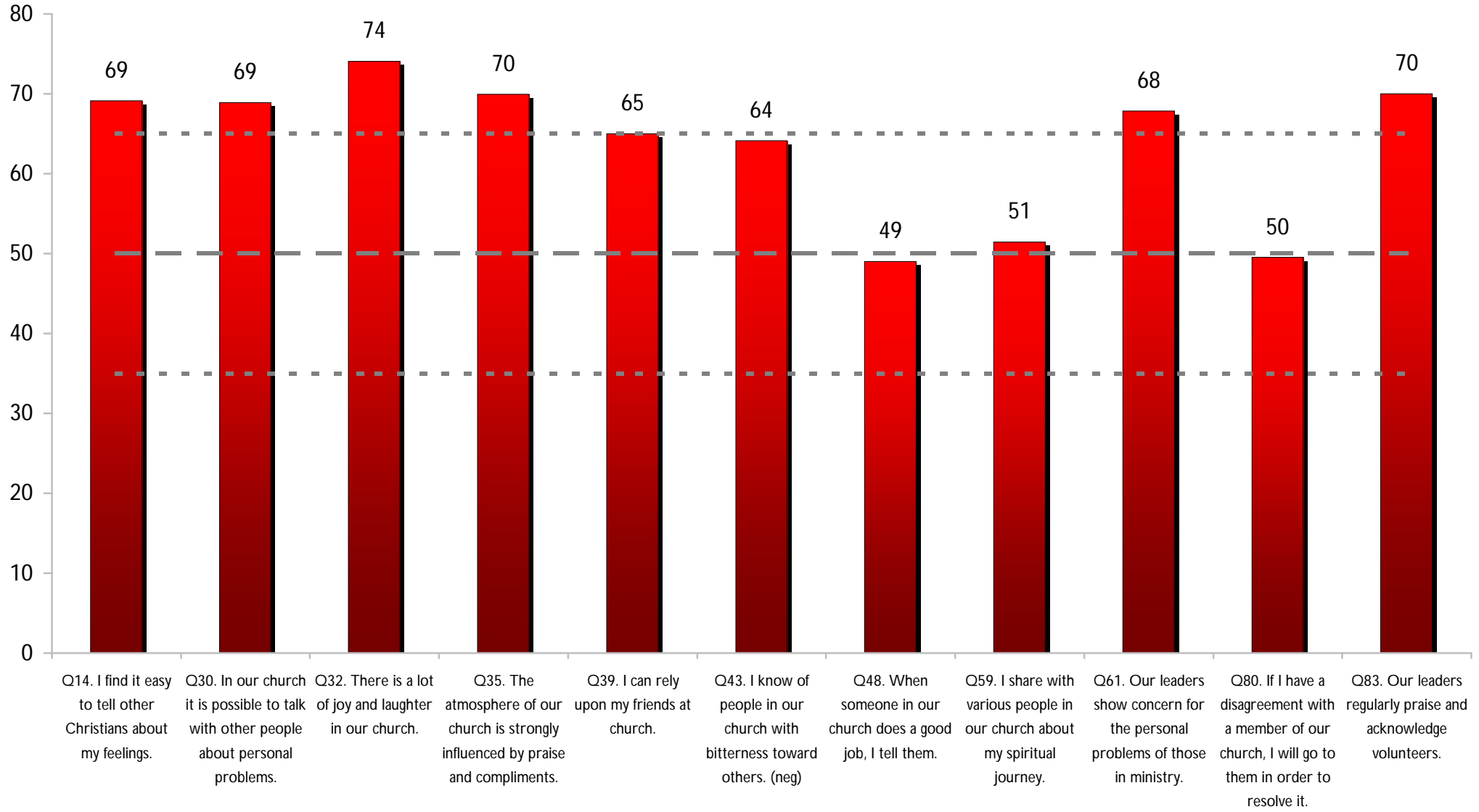
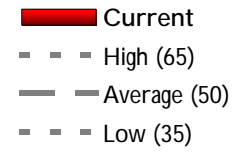
# Need-oriented Evangelism Current Profile







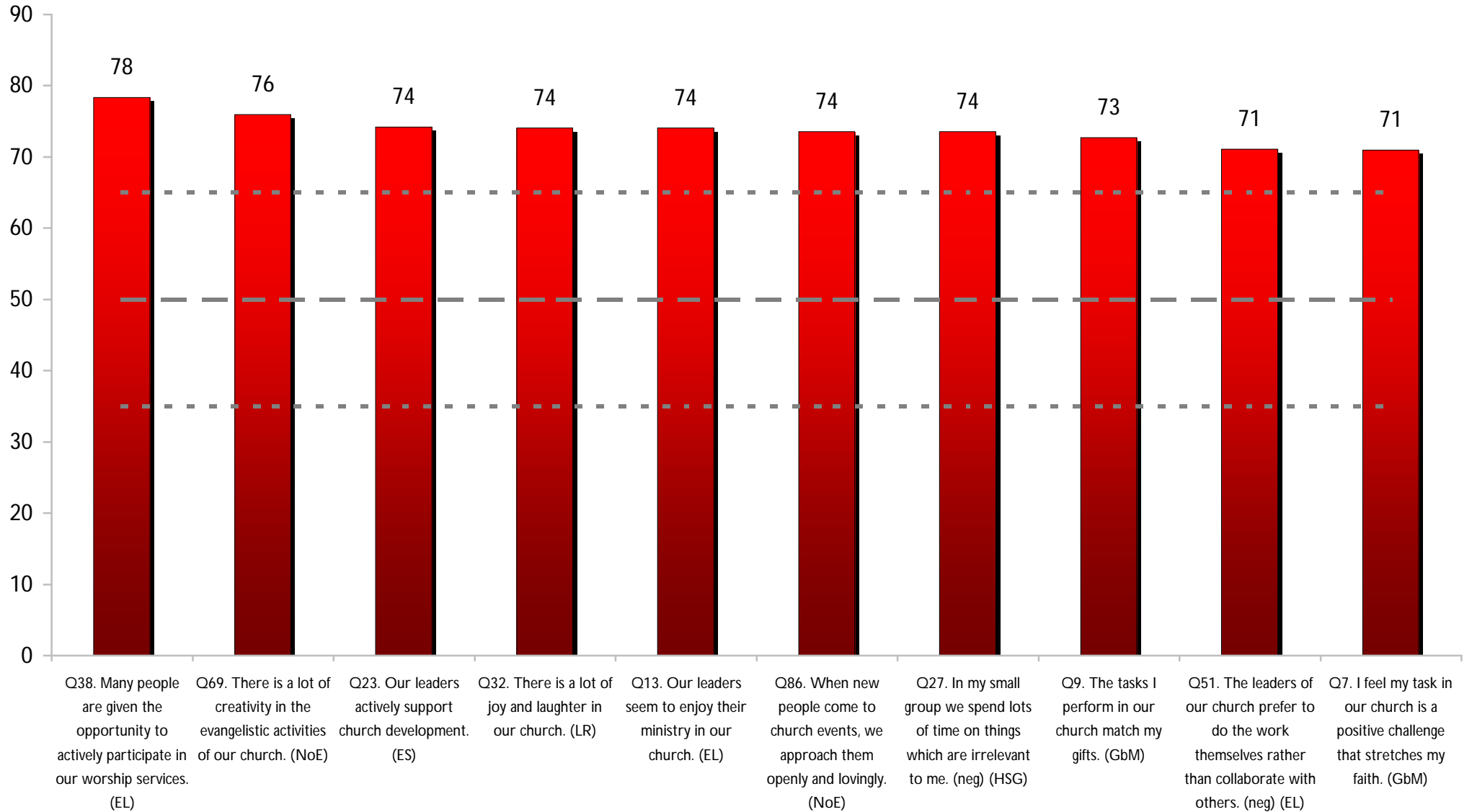
# Loving Relationships Current Profile





# Current Highest 10

- Highest 10
- - - High (65)
- Average (50)
- - - Low (35)





# Current Lowest 10

