

Announcer: Welcome to the Carey Nieuwhof Leadership Podcast, a Podcast all about leadership, change, and personal growth. The goal? To help you lead like never before in your church or in your business. And now your host, Carey Nieuwhof.

Carey Nieuwhof: Well hey, everybody! And welcome to the Podcast. My name is Carey Nieuwhof, and I hope our time together today helps you lead like never before.

Carey Nieuwhof: We are in Atlanta today, and I got a couple of guests. This is the first time I've ever done an introduction live in studio.

Carey Nieuwhof: But instead of saying, "Hey, on today's episode we have ..." I'll try that, okay? And then you guys chime in.

Carey Nieuwhof: So on today's episode we have the Brad Lomenick, but that wasn't Brad. No.

Brad Lomenick: And the Clay "Scrog Dawg" Scroggins.

Carey Nieuwhof: Scroggins, that's right, who are with me today. This is the annual Rethink Leadership Roundtable where we're going to talk about what? Church trends, we're going to talk about your incredible list of resources. Did I say that right?

Brad Lomenick: My resources?

Carey Nieuwhof: Yeah. Reggie always makes fun of me.

Brad Lomenick: Well you, you say things-

Carey Nieuwhof: Oh, resources? Resources, yeah.

Brad Lomenick: [crosstalk 00:01:14] Yeah, there are a few things that Carey says, Clay, on this Podcast that we ... [crosstalk 00:01:18] Americans giggle at. We giggle. We giggle a little bit underneath our breath.

Carey Nieuwhof: What do you giggle about?

Brad Lomenick: Well just ... I can't think of all the words that you say that are weird.

Carey Nieuwhof: So you really have nothing?

Brad Lomenick: About.

Carey Nieuwhof: About?

Brad Lomenick: About.

Carey Nieuwhof: So you really have nothing!

Brad Lomenick: About.

Clay Scroggins: Mainly just about.

Brad Lomenick: I'm always thinking, "Is he saying a boat?"

Carey Nieuwhof: Yeah.

Brad Lomenick: A boat?

Carey Nieuwhof: A boat. Yeah, yeah.

Brad Lomenick: Are you getting in a boat today? [crosstalk 00:01:40]

Clay Scroggins: Hey, how's your home construction project? Is it over?

Carey Nieuwhof: Hey, it's finally done! Yeah, yeah.

Clay Scroggins: Okay.

Carey Nieuwhof: That was about a year ago, yeah. I remember, I think they were ripping out the kitchen I last interviewed you for my Podcast.

Clay Scroggins: That's right, that's right. Yeah, love it.

Carey Nieuwhof: And it was remote. Honestly when that episode, Clay, whatever it is we'll link to it in the show notes, when that hit the air, I swore it sounded like World War III, like the apocalypse.

Brad Lomenick: Right, right.

Clay Scroggins: You could only hear it though. Those of us who listened to it, we couldn't hear it.

Carey Nieuwhof: I know! You really couldn't hear it when it hit the air.

Clay Scroggins: No, it's crazy.

Carey Nieuwhof: But in my ears on that day I thought, "Oh my gosh! Like a jack hammer" [crosstalk 00:02:13] Yeah, totally! So-

Brad Lomenick: By the way, Brad recommends: go back and listen to that episode, both episodes you've done with Clay.

Carey Nieuwhof: Well the last one was a digital disruption.

Carey Nieuwhof: Then the other one was the precursor to this book, what has sold 700 bajillion copies called How To-

Brad Lomenick: Yeah, yeah. Clay's in the airport everywhere. Have you seen his book in the airport? [crosstalk 00:02:32]

Clay Scroggins: ... right next to Carey Nieuwhof and Brad Lomenick.

Brad Lomenick: Mind you, this is next to like the Christian cooking book! [inaudible 00:02:39]

Clay Scroggins: Yeah, or A Hundred Great Jokes for you Kids!

Carey Nieuwhof: Yeah, I've been next to that one, and I think I was next to a coloring book once.

Brad Lomenick: Yeah, yeah. Yeah.

Carey Nieuwhof: Then once I was next to John Maxwell, so ...

Clay Scroggins: That's got to hurt.

Carey Nieuwhof: Yeah, anyway out books show up at airports. It's stuff we talk about.

Clay Scroggins: Right.

Carey Nieuwhof: But anyway, that was on the digital disruption; it was really good. It got downloaded almost as much as your book has been bought.

Carey Nieuwhof: But anyway ... and here it's all free, right? Free ...

Brad Lomenick: It's one of the top episodes of any Podcasts that I recommend to people, is your and Clay's conversation.

Carey Nieuwhof: Oh, wow.

Brad Lomenick: Because it was so helpful from the standpoint of talking about an issue that is perplexing to many people today.

Carey Nieuwhof: Yeah, we're going to revisit that today, digital trends in the church, talking about church trends.

Carey Nieuwhof: So one of the things we do, we've done this episode for a few years now, you and I are the anchor for it, and I'm looking at Brad, but you guys can't see that.

Brad Lomenick: Yes.

Carey Nieuwhof: Anyway long story short, because we do this event together that we're all going to be at called Rethink Leadership, and it's happening May 1st through 3rd here in Atlanta, Georgia at the John Maxwell leadership Center.

Carey Nieuwhof: It's fun because we spent the day really project planning. I'm going to look over at the board. And we just secured the founder of the Ritz-Carlton Porsche, Schulze.

Clay Scroggins: Wow.

Brad Lomenick: Who's got a new book coming out called Excellence Wins which-

Carey Nieuwhof: Which I've read, they sent me a copy. It's actually incredible! I get a lot of books. Sometimes you're like skim, skim, skim. Okay, I'm ready for the interview.

Carey Nieuwhof: Can't put this one down, it's all dog eared. It's really good, and it's actually funny, and it's probably the best customer service/hospitality book I've ever read, and with huge application.

Carey Nieuwhof: So Horst Schulze is going to be there along with Facebook's Nona Jones. And who else do we have? Joel Manby, he's the former CEO of Sea World entertainment and [inaudible 00:04:32] USA. Plus we have-

Brad Lomenick: John Acuff.

Carey Nieuwhof: Yeah, John Acuff [crosstalk 00:04:37]

Brad Lomenick: ... since the beginning, this is now the fourth year of Rethink Leadership.

Carey Nieuwhof: Four years since the beginning, yes. [crosstalk 00:04:42]

Carey Nieuwhof: All four years. All four years. We were not even in kindergarten yet.

Carey Nieuwhof: And then Clay Scroggins, if you've heard of him, he will be there this year along with let's see-

Clay Scroggins: I don't think I've been invited to this.

Carey Nieuwhof: Oh, of course you have! Well we know you [crosstalk 00:04:56] You live ten minutes away!

Clay Scroggins: Listen, I would love to come.

Brad Lomenick: The people that work for you have been notified.

Clay Scroggins: Stop, stop it.

Brad Lomenick: Dharius Daniels will be here. Which-

Carey Nieuwhof: Dharius Daniels, Danielle Strickland, did I mention Kara Powell? I think I did, but-

Brad Lomenick: You did not. But you just did.

Carey Nieuwhof: Kara Powell, Kevin Jennings, and well, many more.

Carey Nieuwhof: So what you need to do is get on over. It sells out every year, and we anticipate it doing the same. Head on over to rethinkleadership.com.

Carey Nieuwhof: The fun part, because we put this together four years ago, is we designed an event that was not just a conference. So yes, you're going to hear brand new talks, brand new content, there will be a lot of interviews.

Carey Nieuwhof: But we don't have breakouts, we have Affinity Conversations.

Clay Scroggins: I love that.

Carey Nieuwhof: This was your mastermind, Brad, so give us the idea behind that.

Brad Lomenick: Well, most breakouts you go to, it's another hour for somebody to actually present a talk they've done many times before.

Brad Lomenick: So we tried to change the model, and say about 10 to 15 minutes of content, or presenting, or setting up a topic or topics. Then let's spend the other 45 minutes actually having a conversation about it, Q&A.

Brad Lomenick: We try to create the environment in which people in the session are able to get their questions answered, but also to walk away with some practical things.

Brad Lomenick: It's nothing magical other than saying, "Let's flip the script a little bit and allow that person who is presenting to actually answer questions instead of just give the talk you've heard them give other places."

Carey Nieuwhof: Yeah, and often in Affinity Conversations the room capacity is dozens, not hundreds. So you're going to get your question asked and answered.

Brad Lomenick: At least, yeah, we're not in a room with 500 people.

Carey Nieuwhof: No.

Brad Lomenick: We're in a room with maybe 75, 50, 75.

Carey Nieuwhof: Exactly, sometimes 30, 50.

Brad Lomenick: You and I have done a ... one of my favorite things at Rethink is when you and I say, "Hey, for an hour we're going to talk about trends we're seeing. And we're going to try and answer your questions.

Brad Lomenick: Again, from the feedback, that's the kind of session I want to sit in, is one where you're able to not just get your questions answered, but listen to other people asking questions that you were probably going to ask anyway at some point.

Carey Nieuwhof: Well I think things have changed. Content's everywhere, and even though they're brand new talks sure, six months from now you're going to hear them give the talk somewhere else.

Carey Nieuwhof: Maybe it's a Ted Talk for some of our speakers, or you'll catch it on their website or on their social.

Carey Nieuwhof: But the reality is, I think what leaders want today is they want access, they want community, and they want to have a conversation that goes, "Okay, yeah, yeah, yeah, yeah. But how does this work for me?" And you have a dialogue.

Carey Nieuwhof: So that's what we set up for three days in Atlanta, May 1st and 2nd, and then also May 3rd which is a Friday, your ticket to Rethink Leadership buys you full admission to Orange Conference so it's a great thing-

Brad Lomenick: There are a lot of other great speakers.

Carey Nieuwhof: And there will be thousands of people at Orange Conference, about 8,000.

Brad Lomenick: Thousands.

Clay Scroggins: That's crazy. That is incredible.

Brad Lomenick: So let your team go to Orange, and you can join them on Friday. So you bring your whole team, but you're with us as a senior leader, campus pastor, executive pastor, senior pastor, you're with us for two days. Then join your team on that third day on Friday altogether.

Carey Nieuwhof: We only allow senior pastors, campus pastors and executive pastors in the room because we're-

Brad Lomenick: Don't be trying to sneak in!

Carey Nieuwhof: Yeah, don't be sneaking in.

Brad Lomenick: No student pastors.

Carey Nieuwhof: The reason we do that, I don't know, it's like as parents, Clay you have five kids, right?

Clay Scroggins: I do.

Carey Nieuwhof: Is that count accurate?

Clay Scroggins: Yes, yeah, it is. [crosstalk 00:08:27]

Carey Nieuwhof: How about since 3 o'clock? Just checking?

Clay Scroggins: No, as of today.

Carey Nieuwhof: As of today it was five kids.

Clay Scroggins: Five children.

Carey Nieuwhof: There are conversations you and Jenny have when the kids aren't around, true?

Clay Scroggins: We have to tell them, "Go down to the basement, we need to have an adult conversation."

Carey Nieuwhof: We need to have a conversation!

Clay Scroggins: Which an adult conversation is really any conversation because-

Carey Nieuwhof: It's just grunting.

Clay Scroggins: Yeah, they interrupt every conversation.

Carey Nieuwhof: But if you're a senior leader, you get that because there are conversations you cannot have around the table with the rest of your staff.

Carey Nieuwhof: It's not that you're saying things that are inappropriate it's that no, you need to talk to somebody who knows, who gets it, who says, "I got this one campus that ..." or, "I got this one area." And you can't say that in front of your team.

Carey Nieuwhof: So anyway, it's senior leaders speak only, it's campus pastors, executive pastors, senior pastors.

Carey Nieuwhof: So make sure you check out rethinkleadership.com, but what we're going to do right now is jump into our Roundtable.

Carey Nieuwhof: I want to have Brad, you've sent out emails that I haven't seen in years. People used to send these out, and nobody does except you, and I love getting them!

Carey Nieuwhof: It is an email full of links to what is the latest.

Brad Lomenick: Yeah.

Carey Nieuwhof: I want to hear about your content, curation, what's new, what's exciting for you, what's on your radar? Then Clay, I'm going to ask you, what is capturing your imagination right now?

Carey Nieuwhof: Are you going to do this news letter thing? Because you send it out ... how many people do you send that to?

Brad Lomenick: Yeah [crosstalk 00:09:54] I don't send it to many, I send it [crosstalk 00:09:57]

Brad Lomenick: Oh no, no, no, like tens.

Carey Nieuwhof: Tens? Wow.

Brad Lomenick: Tens, yeah, yeah, yeah.

Carey Nieuwhof: Well I'm privileged to be on that list.

Brad Lomenick: And a lot of it for me has been trying to figure out the concentric circles of influence. I have some organizations that I'm helping. So a lot of that was motivated around organizations asking me the question, "Hey Brad, would you curate some links and emails and information articles that you would want us to read?"

Brad Lomenick: So much of the motivation for me started with I have organizations that I'm helping that were asking for it.

Brad Lomenick: But I quickly realized that it was valuable, obviously to anyone.

Carey Nieuwhof: Yeah.

Brad Lomenick: But I wanted to keep it inside of a circle that ... not because I wanted it to be exclusive, but I felt like it was helpful for certain kinds of leaders.

Brad Lomenick: But the point for me on this is that I think, and I've said this before I think on your Podcast, Carey, that the leader of the future and the leader of now, but really going into the future, is going to be the curator much more than ... the aggregator is going to be the one who has the influence.

Carey Nieuwhof: Why is that? Why do you say that?

Brad Lomenick: A lot of it is because the way we look at leadership has changed. No longer just because you're the expert, or you're the one who build the things isn't necessarily ... assumed that you actually know what you're talking about.

Brad Lomenick: You can leverage influence quicker, and many times in a way that I think people are more interested in today than ever before, as a curator, meaning that I don't have to be the one who wrote the book. But if I can curate the content from the

book in a way that's actually digestible for you, then I might have as much influence as the person who actually wrote the book.

Clay Scroggins: Do you agree, Carey?

Carey Nieuwhof: Yeah, it's something to think about. I do think curators have a significant role in the future, Clay. By the way, great job interviewing. I think this could be your show. That was really good.

Clay Scroggins: I listen to your Podcast so faithfully. That's my goal today [crosstalk 00:12:04]

Brad Lomenick: He's trying to dive into this Roundtable idea!

Clay Scroggins: Interview like Carey!

Carey Nieuwhof: That's clever; I see what you did there.

Carey Nieuwhof: Yeah, I think so because we are drowning in a sea of information.

Clay Scroggins: Yeah, there's so much information. It's easier to be an expert on something now. You can read a couple articles and sound like an expert. Yeah.

Brad Lomenick: That's what I was trying to say. You just said it way better.

Clay Scroggins: Yeah.

Carey Nieuwhof: Yeah. But do you remember ... we all remember because we're of a certain age, even Josh remembers, our producer who's now doing email. But that's okay. Josh, I'm kidding!

Carey Nieuwhof: There was a time where I read every single Tweet on my feed and you saw every image on Instagram because you had 300 friends or whatever, and not everybody posted all the time. Those days are long gone!

Clay Scroggins: That's right.

Carey Nieuwhof: I'm at the stage now where I can barely keep up with replies. So it's very challenging.

Carey Nieuwhof: So we have this sea of information, but nobody knows what it means. I think that's one of the crises of our generation is ... we were talking about this, you and I both subscribe to Tim Ferriss' 5-Bullet Friday.

Clay Scroggins: Yeah. Right.

Carey Nieuwhof: You do too, Clay? He's got 5 things that are on his radar, and they've been carefully thought through.

Carey Nieuwhof: Now, I don't go out and buy what he says or watch everything. But I want to know from people like that, so I think curation in meaning ... and I think that's an opportunity for church leaders, right?

Carey Nieuwhof: You can be a broker of meaning.

Clay Scroggins: That's what I was thinking Carey, is the great thing about it is it allows anybody to find a way to help other people. But you don't have to be the one to define it or to be the expert. You can be the curator.

Clay Scroggins: But then you added an element. Not only do you have to cure it, you also have to show the meaning. You have to be able to call out the meaning or identify the meaning in what you have curated. Is that what you meant by that?

Carey Nieuwhof: Yeah. Well, and I've had these conversations with David Kinnaman, too, who's been a past and will be a future guest again on the show. But they do all this research. He says, "That's great to have all the data, but at the end of the day, we need more people to help us figure out what that means.

Clay Scroggins: That's right; that's right.

Carey Nieuwhof: And for a piece of data to stick. We were talking about it today as we were getting ready for Rethink Leadership, that [inaudible 00:14:13] research for Alpha that showed that 47% of millennials think that evangelism is wrong.

Clay Scroggins: Is wrong, yeah because-

Carey Nieuwhof: Right? You know the headline.

Clay Scroggins: It's not just distasteful; it's actually wrong.

Carey Nieuwhof: Yeah. And so what does that mean? Now David, as he always does, will have a very helpful report around that.

Carey Nieuwhof: But you can drill down on that 15 different ways. I think we live with breadth of information everywhere you go. I still love it when I can find a restaurant to go out to my wife that doesn't have a TV on the wall. Those are the best for me because I don't need to see what's happening right now, I need to focus on the person I'm with.

Carey Nieuwhof: And the news used to be ... think about how news has changed. In the 1980 before CNN, early '80s, it was still a digest for 20 minutes of everything you needed to know. And you trusted ABC, NBC, CBS, whatever your flavor was, with that digest.

Carey Nieuwhof: Now people say, "Well we have a right to know a lot more. I have a curiosity that's a lot broader." But there was a helpfulness in that because in a far more

neutral way than news casters do it today, news was simply presented as this is what happened in the world today. That's the way it was.

Clay Scroggins: And somebody was doing the curating for you. Somebody was basically saying, "Hey, there's a lot out there, but let me give you the 20 minutes worth of it. Let me add some meaning with it and pass it onto you.

Carey Nieuwhof: So you become a trusted broker of information.

Clay Scroggins: Yeah.

Carey Nieuwhof: When I get that email, I'm excited. I click on links, I discover new things, I subscribed to a new newsletter you've talked about it.

Carey Nieuwhof: I think that's going to be a very valuable thing. And you can do that for your congregation. It doesn't mean you have to create a daily devotional; it doesn't mean you have to create a piece of news.

Clay Scroggins: That's great.

Carey Nieuwhof: It's like, "Hey, here's something I've been looking at." Then email ... don't just email, "Here's one take away, because I love getting lost in abstract land," but don't just email like, "Here's our next series," or, "Here's the next event at our church."

Carey Nieuwhof: Say, "Here's a couple of things I found really, really helpful along the way. I wonder if you might find them helpful, too."

Brad Lomenick: One of the things that I find, too is when smart leaders and leaders that I really admire, they're always asking the question behind the question.

Clay Scroggins: Yeah, yeah.

Brad Lomenick: They're always pushing in to say, "What Podcast do you listen to? What are you reading? What's the books that have inspired you? Who have you met recently that I need to meet?"

Brad Lomenick: What they're many times getting to is: introduce me to the people that you've been introduced to, or the things you've been introduced to that I need to be introduced to.

Brad Lomenick: So this idea of connector, curator, aggregator, facilitator, producer, platform builder, personally that's my calling. [crosstalk 00:17:00] more and more leaders need to do this.

Carey Nieuwhof: This is what you do.

Brad Lomenick: Yeah, and it is [crosstalk 00:17:05] when I wake up in the morning, I'm motivated to do this. But I see more and more that it's actually helpful for other leaders to do it. Even for those who would say, "That's not really me." You're still going to win.

Brad Lomenick: You don't have to ... like you said Carey, you don't have to be the one that writes 10 articles, you can write 1 and link to 9 others.

Carey Nieuwhof: Yeah, yes. Yeah. And I think people are looking for a filter, and they're looking for a filter that works. They're looking for a filter that's helpful.

Carey Nieuwhof: I think the other future role if you're thinking about where you can contribute, because I was joking about you interviewing, interviewer is a real thing. I've been studying, there's apparently a new book, I've got to go Google it, but on how to interview. Somebody who had done a big study on what makes for great interviewers.

Carey Nieuwhof: But I become, having done this Podcast now for four and a half years, I've become a student of interviewers. You think about Larry King, what is Larry King known for? It's not his own ideas, he just asked questions every night for six decades.

Carey Nieuwhof: Oprah, largely interviewing, curiosity. There's two types of interviewers, and this is where we all struggle because we're all struggling.

Carey Nieuwhof: This is a Roundtable so I've already talked more than I would on a typical episode, but it's just three friends getting together. But I've disciplined myself to shut up because my temptation as an interviewer when I'm doing a pure interview is I want to say, "Oh yeah, Brad, well that's just like what I wrote in a blog post two months ago!" Or, "Yes, Clay, that's exactly what we do at Connexus Church."

Carey Nieuwhof: At the end of the day, you come off as trying to interrupt the guest, or trying to show off or whatever. So I've tried really hard, don't always get it right, to shut up, sit back, and listen.

Clay Scroggins: Has your wife ever commented on that?

Carey Nieuwhof: She did. Yeah, early on she's like, "You talk too much." I'm like ...

Clay Scroggins: I had Carey speak to our staff about his [crosstalk 00:19:02] you shared that story of what Tony said. I loved your humility and the self-deprecating way that you shared that story, that your wife called you out and said, "Hey, Carey? You need to stop talking so much on your Podcast. It's your podcast!"

Carey Nieuwhof: On my podcast! She is the best. Remember, she's listened to me for 30 years. So poor woman!

Clay Scroggins: I loved that. That's awesome.

Carey Nieuwhof: She goes straight to Heaven!

Brad Lomenick: Who is your favorite interviewer [crosstalk 00:19:32]

Carey Nieuwhof: I think Larry King did a brilliant job.

Clay Scroggins: He is Hall of Fame.

Carey Nieuwhof: He is Hall of Fame.

Clay Scroggins: I like, lately I love How I Built This NPR series.

Carey Nieuwhof: Guy Raz?

Clay Scroggins: I think Guy Raz does a really good job. There are some ... sometimes he plays so dumb, which I feel like you have to. Part of an interviewer is you play dumb. I think you've told me that Carey, is sometimes you do.

Carey Nieuwhof: Yeah, yeah. I do, you play dumb.

Clay Scroggins: You minimize the amount of research you do so you can go in more curious.

Clay Scroggins: But in general, I feel like he does a great job of simple, "So then what happened next?" I feel like that's what he says over and over again, but.

Brad Lomenick: I'd like to hear Clay do more interviews.

Carey Nieuwhof: I've heard you with Frank Blake at a private event, [inaudible 00:20:14] former CEO of Home Depot. That was one of the best interviews. I've got ... I think you've got game there.

Brad Lomenick: Can we commit to launching a Podcast on this Podcast that you will start a new Podcast where you're ...

Carey Nieuwhof: And he has five kids.

Clay Scroggins: I do. I can't-

Brad Lomenick: How to Lead When You're Not in Charge, that feels like it needs a Podcast.

Clay Scroggins: It does.

Carey Nieuwhof: It does, actually. That totally needs a Podcast!

Brad Lomenick: Raise your hand out there in digital world if you agree with us that Clay Scroggins should start a new Podcast?

Clay Scroggins: Let's get back to your question, the question you asked, Carey. [crosstalk 00:20:47]

Brad Lomenick: Ask Clay the question you had for him while I look up some of these links that I find really interesting.

Carey Nieuwhof: Annie Downs is a great interviewer.

Clay Scroggins: Yeah, she does a good job. Yeah.

Carey Nieuwhof: She asks really good questions. She will push back and contribute, but never in a showy way.

Carey Nieuwhof: The other person I've just started listening to is Conan, Conan O'Brien.

Clay Scroggins: Yeah, yeah.

Brad Lomenick: He's quoting Conan.

Carey Nieuwhof: I did Conan, I did [crosstalk 00:21:07] yeah. Conan O'Brien [crosstalk 00:21:12]

Carey Nieuwhof: That's more NPRish, right? They've got lots of production in that one.

Clay Scroggins: Yeah, you're right. You're right.

Carey Nieuwhof: And he's reading from a script as opposed to interviewing.

Clay Scroggins: Yeah, yeah I guess I've listened to some of his uncut ... he'll interview someone, they'll produce it, make an episode of it, but then he'll play the uncut version which you hear more of his interview style in that.

Carey Nieuwhof: Pat Flint, Tim Ferriss, good interviewers for-

Brad Lomenick: I'm going to give you a couple of my categories for anybody who has really dialed in with me and nerding out on-

Carey Nieuwhof: Hey can we put-

Brad Lomenick: Sending out emails or looking for categories of lists.

Carey Nieuwhof: Can we put some of that stuff in the show notes?

Brad Lomenick: Absolutely.

Carey Nieuwhof: Alright, great. So what for the show notes.

Brad Lomenick: Yeah. Here's what I try to include in the emails I send with links real quick: my top new ideas, what I'm thinking about.

Carey Nieuwhof: Right.

Brad Lomenick: New podcasts is definitely one. Every time that I'm looking for.

Carey Nieuwhof: Right.

Brad Lomenick: These have to be new that I haven't introduced you to, new books, new lists, so this would be the Fortune 100 or the Top Creative People in Business [crosstalk 00:22:14]

Clay Scroggins: Or Most Influential Women in Corporate America.

Brad Lomenick: You got it. It's those kind of lists, Time 100, that always tends to get in there.

Clay Scroggins: I love lists.

Brad Lomenick: New videos, so this would be something on YouTube, it could be funny or it could be actually helpful.

Carey Nieuwhof: So different categories. So you're not the book guy, right?

Brad Lomenick: Then new articles. New articles is always the one that has the most in it. And if I hit those segments, I'm helping people.

Carey Nieuwhof: Right.

Brad Lomenick: I try to make sure I've got somewhat of a balance in each one of those.

Clay Scroggins: But this is so wrong that you're doing this because people can't subscribe to this, you only send this to-

Brad Lomenick: Right. They can't right now, but maybe they should.

Carey Nieuwhof: Clearly Clay isn't on the list.

Brad Lomenick: Yeah.

Carey Nieuwhof: Maybe-

Clay Scroggins: Oh no, no, I'm definitely not on the list.

Clay Scroggins: I would love to get this. Everything you just said I'm like, "Well I need all-"

Carey Nieuwhof: Well, this is awkward!

Brad Lomenick: I'm going to send it to you. No, I'm going to send it to him.

Clay Scroggins: Is that why we're having this Podcast right now?

Carey Nieuwhof: It's an intervention. It's an intervention, Clay.

Brad Lomenick: So what I probably should do is make it available in some sort of fashion to everyone.

Clay Scroggins: You absolutely should make it available! Yeah.

Brad Lomenick: Then still have behind the curtain.

Carey Nieuwhof: Well there was nothing secret, I don't think, in the last list or whatever.

Brad Lomenick: No.

Carey Nieuwhof: So why don't we just throw the whole thing into the show notes?

Brad Lomenick: We can. [crosstalk 00:23:26]

Brad Lomenick: I'll give you one of the more recent emails I've sent out.

Carey Nieuwhof: Yeah, that'd be great.

Brad Lomenick: Yeah, then we can put it in there.

Carey Nieuwhof: Then you get an example. First of all, it will be really interesting to do a lot of click throughs, yeah.

Brad Lomenick: This is my point to the leaders listening: you can add value to people. It doesn't take a rocket scientist to be intentional about aggregating information and helpful links, articles, new books.

Brad Lomenick: Because all I do is I ask people, and then I write it down. That's it, and I [crosstalk 00:23:56]

Carey Nieuwhof: ... Carey, you've done this as well, your four and a half years of interviewing people now both of you have become experts on trends because people see you as somebody who pays a lot of attention to things.

Brad Lomenick: When I started doing the Young Influencers list in 2008, I'm now 800 names into it.

Carey Nieuwhof: My goodness!

Brad Lomenick: All of a sudden I became the Young Influencer guy.

Carey Nieuwhof: And every time I talk to you I'm like, "Hey, I'm getting together with some young leaders," or, "I'm doing this." Or, "I'm taking some young ones fishing, or whatever."

Brad Lomenick: But I started doing the Young Influencers list because I was curious. It forced me to actually be intentional about putting people's names down on a list that were young and that were doing stuff that needed to ... given a platform.

Carey Nieuwhof: Well it also makes you look because that could have been something really interesting for a couple of months in 2008 or when you were running [inaudible 00:24:45] it's like, "Well I better know where the young influencers are."

Carey Nieuwhof: But you start to find people that you wouldn't find if you make it a priority.

Brad Lomenick: Yes, that's a good way. Yeah, that's exactly.

Carey Nieuwhof: So just before we go to Clay on that, can you share one thing off your last list, I think you called it up on your computer, that you found really interesting so we get a sample of it?

Brad Lomenick: Sure. Well this is a total nerd article that nobody's probably seen yet. It just came out [inaudible 00:25:11] and it's about the mirror world.

Carey Nieuwhof: The mirror world?

Brad Lomenick: Do you know anything about this mirror world? This is brand new.

Carey Nieuwhof: Are we talking about digital mirrors?

Brad Lomenick: Well it ... this is what they're saying about the mirror world: the next big tech platform that is being made possible because of augmented reality, that potentially could be as much of a game changer as anything ever in the history of the digital space.

Brad Lomenick: Meaning that the mirror world that you think is out there that doesn't exist is now being built.

Brad Lomenick: So when I'm sitting in this room and I see all this in front of me, that's a mirror world in another dimension that people are working on building right now.

Brad Lomenick: So in the AI world I will be able to actually [crosstalk 00:25:55]

Carey Nieuwhof: ... experience everything I'm looking at.

Clay Scroggins: Now honestly, I'm shaking my head partly because I think when I first heard about virtual reality, I think I remember shaking my head in a similar fashion.

Clay Scroggins: So I don't doubt that that's now, because especially if you've seen ... we were just together at Facebook and saw DJ Soto's presentation, did you like that?

Brad Lomenick: I mean, it was mind blowing [crosstalk 00:26:22]

Carey Nieuwhof: Clay's not on the email list, but I didn't get invited to Facebook!

Brad Lomenick: Was my mind blown? Yes. Did I like it? Yeah.

Clay Scroggins: Yeah, yeah. Okay, okay.

Carey Nieuwhof: So what did you see?

Clay Scroggins: DJ Soto is a pastor.

Carey Nieuwhof: So he's not a DJ?

Clay Scroggins: I saw him on CNN. He's not a DJ, no [crosstalk 00:26:37] that's a great name for a DJ.

Carey Nieuwhof: Yeah, that's-

Clay Scroggins: I saw him on CNN, they did a special on his VR church. Obviously, people have loads of theological challenges with it.

Clay Scroggins: I don't feel a lot of challenges with what he's doing; I love what he's doing. I think it's smart and thoughtful. I think he's handling it really, really well. I think he's trying to reach people.

Clay Scroggins: I love the simple ... what is it? It's the beginning of 1 Corinthians, Paul's thing about I plant and Apollos waters, but it's God who makes people grow."

Clay Scroggins: That's the way I see somebody like that is he's planting, or maybe he's watering, I don't know. But eventually somebody's going to meet Jesus because of that, which I think is a really good thing.

Clay Scroggins: But what he's doing is, I think it's really remarkable, he's reaching a group of people that wouldn't otherwise be ... any of us would be connected with.

Carey Nieuwhof: That's exactly right. Have you gone to the church experience?

Clay Scroggins: No, I've never put on a pair of Oculuses ... Oculi.

Clay Scroggins: I've never, I have not.

Carey Nieuwhof: I've been so close. They had it at the airport flying down here and I'm like, "Ah, it freaks me out." I don't know.

Clay Scroggins: Yeah. But what was interesting is ... the NBA All-Star game was last weekend and I saw interviews with a couple of players and something came up about Oculus.

Clay Scroggins: Both players said, "Oh, of course we both have glasses." I guess they both play video games with the ... but they made it seem like-

Carey Nieuwhof: It's normal.

Clay Scroggins: Wait, of course, you don't have a pair of Oculi? How do you not. So anyways, so I'm shaking my head.

Carey Nieuwhof: Well I don't make 12.8 million a season, either.

Clay Scroggins: Yeah, that's probably it.

Carey Nieuwhof: So there's something to do with that [crosstalk 00:28:22]

Brad Lomenick: Anyway, I just wanted an example of [crosstalk 00:28:24] something I want people to be thinking.

Carey Nieuwhof: So you should all email your congregations or companies about mirror worlds.

Clay Scroggins: About mirror worlds.

Carey Nieuwhof: But what that does, cross-disciplinary learning, right?

Clay Scroggins: Yeah.

Carey Nieuwhof: It's like, well that's really interesting. I love getting an eclectic range of input because it's going to make you solve problems in different ways.

Clay Scroggins: That's super good.

Carey Nieuwhof: So Brad, we launched a whole new career for you. Yeah, one more.

Brad Lomenick: Well just because it's timely, this was an article about Jeep and they did a commercial that they built around social media. They didn't pay the five million plus for the Superbowl add, but they did it around the Superbowl, and they got more impressions than any of the Superbowl adds.

Clay Scroggins: Really?

Brad Lomenick: It was this really cool storyline. Actually Richards group out of Dallas, they actually did the commercial.

Clay Scroggins: Wow. That's remarkable.

Brad Lomenick: It's powerful! But it's a great conversation starter about here's a brand that didn't pay five million, but still got more impressions arguable by anybody else who did pay that much.

Clay Scroggins: By the people who did. Fascinating!

Brad Lomenick: Because they're actual product that they created as a commercial was really good. Social media spun it up and people kept sharing it. The power of social media. Incredible.

Clay Scroggins: It's not going away. It's not going away.

Brad Lomenick: No.

Carey Nieuwhof: So what's on your radar, Clay?

Clay Scroggins: Yeah, I have tried to think of a better answer than what I have, but I'm definitely not a super disciplined person, and I'm not a super organized person. So I don't have a method.

Clay Scroggins: That Brad, what you just shared, that would save me so much time because I would keep that as an unread email and go to it every day.

Brad Lomenick: I'm going to start sending it to you.

Clay Scroggins: Thank you!

Brad Lomenick: Yeah, you're on the list. Yeah.

Clay Scroggins: Last year our team read, it's called Inevitable.

Carey Nieuwhof: Oh, The Inevitable by Kevin Kelly?

Clay Scroggins: Yeah, which that was so ... it's a couple of years old, but that was very challenging.

Carey Nieuwhof: It is, but it's ... it's still out there in the future, it won't be outdated for a while.

Clay Scroggins: I feel like it's still fresh. And back to the conversation we had about being a curator, that's part of what he says is that the internet is the world's largest

copying machine. That basically anything that can be copied is going to be copied, so it really changes, it makes you think differently about what we should value.

Clay Scroggins: To the Rethink Leadership Conference, what you said, the value proposition that you proposed at the very beginning of this is yeah, you can hear the talk somewhere. What you can't get is the conversations and the relationships.

Clay Scroggins: The internet has changed that because you can get those talks anywhere; you cannot get the conversation you have with the Affinity Groups.

Carey Nieuwhof: His stuff on how to interact with AI was mind blowing. Do you remember that part of the book? Have you read *The Inevitable*?

Brad Lomenick: Yes.

Clay Scroggins: Yeah. Yeah.

Carey Nieuwhof: Brad has, too. And this whole idea that there could be this singularity point at which AI becomes more intelligent than the humans that created it.

Carey Nieuwhof: Then does it create a subservient race in us? And perhaps the best way, and he seems it's inevitable. He thinks it's inevitable. So do many.

Clay Scroggins: That's ... he believes it so much that he called the book inevitable.

Carey Nieuwhof: What? How did I miss that? But this idea that you would cooperate with AI. That really becomes a synergy between higher intelligence and lower intelligence.

Carey Nieuwhof: My goodness, are the theologians there? No! Do you hear any theologian talking about the theology of AI?

Brad Lomenick: Well I do hear certain people in the digital space talking about how they can get voice activated technology to actually answer the question correctly ... when you ask Siri or Alexa, "What's the meaning of life?"

Carey Nieuwhof: I have asked that question [crosstalk 00:32:14]

Brad Lomenick: Well, or who is Jesus? Any theological, spiritual conversation [crosstalk 00:32:20]

Brad Lomenick: Let's see ...

Siri: I can't answer that. Haha.

Brad Lomenick: She said she can't answer that. [crosstalk 00:32:28]

Brad Lomenick: Well she should be able to. And there-

Carey Nieuwhof: Oh, oh, oh, it's funny, I Kant answer that, it's with a k.

Brad Lomenick: Oh, clever.

Carey Nieuwhof: All the philosophy majors go-

Brad Lomenick: Clever, clever, that's right.

Carey Nieuwhof: That's a really clever joke.

Clay Scroggins: That's right. That's right.

Carey Nieuwhof: That's a reference to Immanuel Kant. Anyway, thank you, Siri.

Brad Lomenick: So if you're writing a book right now, which you may be, are you writing a book?

Carey Nieuwhof: Yeah, are you writing a book? Are you writing that White Noise book?

Clay Scroggins: Yeah, I've already turned it in, though.

Carey Nieuwhof: What's it called?

Clay Scroggins: It's called How To Lead in a World of Distraction, Four Habits to Turn Down the Noise.

Carey Nieuwhof: Are you going to be the How to Lead?

Clay Scroggins: I didn't want to be because ...

Carey Nieuwhof: But the publisher.

Brad Lomenick: He is!

Carey Nieuwhof: You're getting it here first, you're getting it here first.

Clay Scroggins: That's right. Maybe so. Anyway, back to what we were talking about, The Inevitable, one of them-

Carey Nieuwhof: No, no, no, come on, come on, come on, tell us about the book!

Clay Scroggins: Oh, so I have a new book coming out in September called How to Lead in a World of Distraction. The idea is basically there's so much noise in the world and that's not a good thing or a bad thing, it is just a thing.

Clay Scroggins: There's more noise in the world than there has ever been before, social media, even television, there's bingeing on Netflix.

Clay Scroggins: But I would also say the power of the need for progress, the desire for certainty, the appearance of success, all of those are ... I feel like that becomes noise that leaders get addicted to, that we need to turn out.

Clay Scroggins: The danger with noise is that it keeps us from looking inside at what would really help us grow as a leader. So I think part of why this generation is the most stressed, worried, anxious, depressed generation ever is because of the noise.

Clay Scroggins: The noise distracts us from looking inside and dealing with what we really need to deal with. So it's really a book to say, "Hey, if you want to lead yourself well, you have to learn how to turn down the noise so that you can pay attention to what's going on inside, so you can be ruthlessly curious of your emotions. Because your emotions are messengers; they're trying to tell you something. If you never learn to deal with them well, you will never grow as a leader."

Clay Scroggins: The best leaders are the most emotionally healthy leaders. But you've got to turn down the noise to get there.

Carey Nieuwhof: I can't wait to read it.

Brad Lomenick: Yeah, I'm ready to read it right now!

Carey Nieuwhof: It's going to be good. Yeah, I'm ready.

Brad Lomenick: I will send you my list of email links, or my email with the links in it, can you send you send me your-

Clay Scroggins: My manuscript has a lot more words than you list of links as-

Brad Lomenick: That's alright, I want to read it.

Carey Nieuwhof: Well we'll have to have you back on the Podcast to talk about specifically that.

Clay Scroggins: I would love to. The second thing I would say though about what ... I try to pay attention, Brad, to what you're saying about mainly the articles in the news and what companies are doing.

Clay Scroggins: For me, one that shaped me at the end of last years is Starbucks made a big announcement to begin delivery at 2,000 of their stores. That was so impactful for me because of course, they're not trying to make application to the church world, but it absolutely does.

Clay Scroggins: Their instore business did not grow last year for the first time ever. It grew by maybe ... it either grew by a percent or declined by a percent, but it was their-

Carey Nieuwhof: It was flat.

Clay Scroggins: It was basically flat. What is growing are the drive-thrus, mobile ordering, catering, and then now they're trying delivery. Which, just step back for a second.

Carey Nieuwhof: I want my latte delivered.

Clay Scroggins: Come on, are you serious? Can you even imagine? And I'm going to pay \$8 for that? There's a 2 or 3 dollar surcharge on the delivery, so I need a latte so bad I'm not even going to go get it, I'm going to pay \$8 for them to come get it.

Clay Scroggins: That's how valuable convenience is in our world today!

Brad Lomenick: Which also speaks to people staying at home; they're eating in. They're not eating as often [crosstalk 00:36:12] they would rather stay at home on the weekends.

Clay Scroggins: Yeah, and pay more to get you to bring them my food.

Brad Lomenick: Netflix, yes.

Clay Scroggins: That's right.

Brad Lomenick: Everything now is in the home or in the place where I'm safe/comfortable. You said convenience and comfortability, yeah.

Clay Scroggins: Convenience. They even talk about it in their press release, they talked about how we built our store around the value of community, and community is not near as much of a value for people.

Clay Scroggins: Now it doesn't mean it's not a need for people and that's, as a pastor, that's what's challenging is I can't get distracted by what people want and forget what they need.

Clay Scroggins: But you've got to start with what they want. You've got to start with they want convenience, they need community. So let's create a pathway for them. Let's not throw the baby out with the bath water, so to speak.

Carey Nieuwhof: Well it's like what Judd Wilhite said, too, on a recent episode, he said that when they audited everything they did with their 20,000 attenders at Central in Vegas, he figures they're going to get two to three ... I forget what he called them, but gathering points in public a month, period.

Clay Scroggins: That makes total sense, yeah.

Carey Nieuwhof: So group is one of them. If you go to group-

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Clay Scroggins: That's one.

Carey Nieuwhof: You're probably not showing up on the weekend, that's one.

Carey Nieuwhof: Larry Osborne has been saying that for years.

Clay Scroggins: Wow.

Carey Nieuwhof: I don't know what Larry's number is exactly, but it's this five day a week "you're going to be at the church every night," that died a long time ago.

Clay Scroggins: A long time ago.

Carey Nieuwhof: But this idea that ... on a very personal level, that's what my wife and I go through when I'm off the road, because I spend a lot of time on the road, I don't want to go out!

Carey Nieuwhof: I don't know how you, well you have five kids, different story.

Clay Scroggins: Yeah, we're home. We don't want to leave the house!

Carey Nieuwhof: You're home. No, I don't want to leave the house either because I'm like, "I have to eat out all the times when I'm gone, it's not necessarily healthy. It stops being ... I'm very grateful, but it stops being delicious and a treat all the time."

Carey Nieuwhof: You want to fire up the big green egg and cook something at your house.
[crosstalk 00:38:09]

Brad Lomenick: ... to this point Clay, that there's a lot of companies talking about the "last mile," and think of the "last mile" in quotations, meaning the "last mile" to your home.

Clay Scroggins: That's right.

Brad Lomenick: Much of the conversation has been around the tech side of that.

Clay Scroggins: Right. The scooter services.

Brad Lomenick: You got it. And it's-

Carey Nieuwhof: Okay, fill me in. I don't know about the scooter services. I live in the middle of nowhere.

Brad Lomenick: Well anything that would help you fulfill your life of convenience around the last mile closest to where you live.

Carey Nieuwhof: Right.

Brad Lomenick: So that could be the fiber cable that you have for your internet. It could also be delivery services.

Brad Lomenick: It could also be the convenience by which you would go to the grocery store. It's how close is a Starbucks? That last mile is what everybody's fighting over in terms of the corporations who actually add value to you from a personal product perspective.

Clay Scroggins: So can you ... is there a connection to church world?

Brad Lomenick: I think there definitely is. There has to be.

Clay Scroggins: What would that be, Brad?

Carey Nieuwhof: Yeah, what would that be?

Brad Lomenick: Well I would say this-

Carey Nieuwhof: I, because we're doing the opposite, we're trying to vacuum people out of their homes.

Brad Lomenick: Well we built everything around the mindset of the ... we have to come to a destination.

Brad Lomenick: What if we were thinking about not just the last mile, but the area around your life that's closest to where you live, and what if we started building things with that as the priority?

Clay Scroggins: So you're thinking micro-campus? Or what?

Brad Lomenick: I don't know. I just know that-

Carey Nieuwhof: Yeah, I know.

Brad Lomenick: I know this-

Carey Nieuwhof: This is what's fun about these conversations.

Clay Scroggins: I know. [crosstalk 00:39:43]

Clay Scroggins: Brad's like, "here's your answer: mirror world."

Brad Lomenick: It is. It's all about the mirror world.

Clay Scroggins: Okay.

Brad Lomenick: But are we going to see a trend go the other direction in terms of people's lives? I don't think so.

Carey Nieuwhof: Or okay, just because we're musing on this and none of this is scripted, contrarian, are we the ... and I'm not saying, "Hey, we've got to vacuum people out of their houses five nights a week." I think those days are gone.

Carey Nieuwhof: But are we able ... and this ... okay, this gets us into one of the trends for 2018 I think it was in my Church Trends Post, we'll link to those in the show notes, was the death of downloadable experiences. That church has become exportable in the sense of we do three songs and a message, three songs and a message, three songs and a message.

Carey Nieuwhof: Our church was in that rut a few years ago. My voice around the leadership table was: hey, I don't even want to come anymore! If that's all it is, if it's three songs and a message that is somewhat intellectual and I can access that on my phone or on a treadmill or on my bike with my air pods, I'm just going to do that.

Carey Nieuwhof: So that lead to the conversation that we've been having for a few years at Connexus about immanent versus transcendent, about the rise of a more charismatic experience so that you really transcend the ho-hum and the mundane of your world which seems like it's in constant siege and you create ... which is really part of the character of God!

Carey Nieuwhof: If you're creating a transcendent experience, it's not like oh, that's just good marketing, no! You look like God in the Old Testament, and I know it's the Old Testament, but you see this in the New Testament in the transfiguration, you see this in the resurrection where Jesus is recognizable [crosstalk 00:41:36]

Carey Nieuwhof: All of his miracles, the stories you read in the book of Acts, very transcendent.

Clay Scroggins: Yeah, all of those experiences, true.

Carey Nieuwhof: This isn't like, "Oh, here's five bullet points and two things you can try this week."

Clay Scroggins: No, they experienced something that went beyond this life.

Carey Nieuwhof: Thank you.

Clay Scroggins: Yeah, certainly.

Carey Nieuwhof: Thank you Dr. Scrog.

Clay Scroggins: That's good.

Brad Lomenick: So all of our church experiences should be ...

Clay Scroggins: No, I don't think all of them, but ...

Brad Lomenick: What are you saying?

Clay Scroggins: Yeah, I think that I've learned, first of all is I'm a consumer. I am a consumer of the Carey Nieuwhof Podcast. We read all of your articles, we sit around and discuss them like so many churches that are listening, or pastors that are listening.

Clay Scroggins: So we've been discussing all of these. I've been so eager to have this conversation about your trends.

Clay Scroggins: The one I probably agree with most is this one, that-

Carey Nieuwhof: The transcendent, immanent?

Clay Scroggins: Yeah. And I don't know how you connected that exactly, language wise to the downloadable experience, but that's so well said that if your experiences can be downloaded, people will.

Carey Nieuwhof: Yes.

Clay Scroggins: They will eventually stop attending because they can get it because of the power of convenience.

Carey Nieuwhof: Right.

Clay Scroggins: So I don't know exactly, Brad, I cut you off before you finished your sentence, if you were saying all of the experience needs to be transcendent, no.

Clay Scroggins: But there needs to be something about it that is. There needs to be. That's what we're learning is there's got to be some element that's live, authentic, you can't download that, you feel something in the room.

Clay Scroggins: Quite honestly, our church is not good at that. So this is a struggle.

Carey Nieuwhof: Well we're in the same family, right? The North Point family. I'm not naturally good at that, I'm-

Clay Scroggins: You're an attorney.

Carey Nieuwhof: I'm an attorney! I'm going to win you on logic, okay?

Clay Scroggins: I'm going to speak out of my head, I don't have a heart. I'm a lawyer, and ... never mind.

Brad Lomenick: I struggle with even saying this, but I think a lot of pastors and church leaders would say no, we need to gather because it's biblical.

Clay Scroggins: Oh yeah.

Carey Nieuwhof: Which is true.

Brad Lomenick: It is true.

Carey Nieuwhof: It's true.

Brad Lomenick: But why is it biblical? There's the question.

Clay Scroggins: Yeah, and people don't do things because they're biblical. Now that's a ... I argue with my dad about this because all I ... he's been married for 40 years to my mother. They've got a great marriage.

Clay Scroggins: I'll say, "Dad, give me the secret, why are you married?" He's like, "It's all about faithfulness and commitment."

Clay Scroggins: I'm like, "Surely it's more than that, right?"

Carey Nieuwhof: Do you have any fun or love [inaudible 00:44:11]

Clay Scroggins: Yeah! And he's a fun guy, they actually love each other. So I know it's not ... they've learned to enjoy each other.

Clay Scroggins: They don't do it ... sure, there's an element where they've taken divorce off the table, all of that. I don't-

Brad Lomenick: That's his answer because it's convenient and yeah.

Clay Scroggins: It's convenient and it's probably what he was taught.

Brad Lomenick: Right. Somebody taught him to say that is your point, yeah.

Clay Scroggins: That's right. I feel like the same thing is true, people will not attend church for long, we don't follow Jesus because we have to, we follow Jesus because we realize it's better, I think.

Clay Scroggins: So I think people will eventually do what they feel like is better. So I don't even know if trying to convince your people that it's biblical and that's why you should do it ... and I know that Carey, that's not what you were saying you're going to drill into ...

Carey Nieuwhof: No, no.

Clay Scroggins: But why is it biblical? Which I think helps you understand [crosstalk 00:44:57]

Carey Nieuwhof: Well I think that is the question because otherwise ... it's not like when the Scriptures were written or when God imagined humanity, he didn't look ahead to 2019 and go, "Oh yeah, those people, we don't know what we're going to do with them."

Clay Scroggins: Right.

Carey Nieuwhof: Right?

Clay Scroggins: Right.

Carey Nieuwhof: And human need, I've done some recent research since Didn't See it Coming came out. And it's time for me to write a book this summer.

Carey Nieuwhof: But what's fascinating, one of the things I learned was if you look at all the generations, so from the elder silent generation, whatever you want to call them, through to Baby Boomers, then down to Gen X, millennial, and Gen Z, ironically the level of tech connection is smallest at the top generation and highest, surprise, surprise, with Gen Z.

Carey Nieuwhof: So 99% of Gen Z is technologically connected, 95% are on YouTube every day, the whole deal.

Carey Nieuwhof: But then when you look at feelings of loneliness, isolation and disconnection-

Clay Scroggins: Yeah, is it proportional?

Carey Nieuwhof: It's inverse proportional.

Brad Lomenick: Wow.

Carey Nieuwhof: So the more you are on tech, the more you are connected on tech, the more isolated and lonely you feel.

Carey Nieuwhof: You would expect elders, people 70 plus to be the most lonely, the most isolated, the most like, "Oh, my kids don't call anymore. I'm all alone, by myself. Some of my friends have died." They actually feel the most connected and they feel the most at peace.

Carey Nieuwhof: The people who feel the least at peace are Generation Z, which is really interesting, so to that point-

Brad Lomenick: To the actual power of gathering, it is more important than ever.

Clay Scroggins: Exactly. That's right. [crosstalk 00:46:33]

Carey Nieuwhof: You're totally right, Brad, if your marketing thing is: it's biblical to gather, you're going to get the three people who agree with you to gather.

Carey Nieuwhof: But if you can again try ... and this goes back to where we started, a curator of information, a broker of meaning, if you can say to Gen Z, "I know you're so hyper connected, but Instagram makes you feel like crap because you feel so inferior to everyone else and Snap chat can be mean. Why don't we get to together and why don't we create an alternate reality?" Because there is an alternate reality.

Brad Lomenick: How are you all solving the issue of anonymity with many people who would walk into a church but as we're saying, deep down there's a sense of starving for connection, being known? Is there something practical that you started doing that would say, "We're moving people from walking in, they hate the transition point where you tell them all to find somebody."

Clay Scroggins: Find somebody, say hello to somebody. Yeah.

Brad Lomenick: By the way, put time on the clock if you're going to do that. If you're going to have to still do it, put three minutes and give them a question to ask.

Clay Scroggins: Yeah, I think that's better.

Brad Lomenick: Fellowship hour.

Carey Nieuwhof: So we killed that a few years ago, that moment of greeting or whatever you want to call it, the welcome where everybody stands up and does the awkward hey, we killed that. Because it was so weird, socially, nothing meaningful happens, it's-

Clay Scroggins: Well all the data says that people hate it, too, right?

Carey Nieuwhof: Everybody hates it!

Brad Lomenick: The only one that likes it is whoever is trying to transition out of the moment.

Clay Scroggins: Yeah, that's true.

Carey Nieuwhof: Right, right.

Brad Lomenick: Worship leader or the-

Clay Scroggins: It brings energy to the room, yes.

Brad Lomenick: A worship leader, you can be sloppy for two minutes [crosstalk 00:48:11] while you do the transition.

Clay Scroggins: But I like Brad's thing, I think it's better to put a clock on it and give them a question. That's a better way to do it than-

Carey Nieuwhof: Do you still do it Clay, at North Point? Do you do the-

Clay Scroggins: We do it, but we do maybe a version of what Brad's saying. We say, "Hey"
[crosstalk 00:48:25]

Clay Scroggins: Yeah, "Hey, turn to somebody and tell them who's going to win the Superbowl, or whatever.

Carey Nieuwhof: So we stopped that and we started Accelerating Connection Point. So now you are a week or two away from being at some connection point at any Connexus location.

Carey Nieuwhof: So we resurrected Next, remember that idea?

Clay Scroggins: Yeah.

Carey Nieuwhof: Do you still do that?

Clay Scroggins: No.

Carey Nieuwhof: No. I know North Point started it, killed it, we killed it. We brought it back and reinvented it as a connection point.

Carey Nieuwhof: We have really poured gas on getting people connected. So it's what the folks at Cross Point were saying, that the foyer move. So 15 years ago, the foyer was your Sunday morning experience where someone is like, "Whoa, this is church! Man, I had no idea."

Clay Scroggins: Right, right.

Carey Nieuwhof: Well now they've all been watching. If they haven't been watching you, they've been watching somebody. They come in so we want to go, to quote Andy, "further faster."

Carey Nieuwhof: We want to move them relationally in the room faster, we want to turn the temperature up on the worship service. So we're not super charismatic in our theology, but we're asking our worship leaders to stop singing and start leading worship.

Carey Nieuwhof: We know that's going to leave some people out in the cold, but we haven't got 40 minutes of songs, we've got three songs or four songs. So we're getting more experiential.

Carey Nieuwhof: So this weekend when I fly home I'm wrapping up a series. We're talking about enemy love, and we are actually bringing out crosses and people are going to write down their sin and they're going to write down the name of somebody they can't stand.

Clay Scroggins: That's great.

Carey Nieuwhof: They're going to come forward on Sunday morning, nail them to the cross, experiential feeling.

Carey Nieuwhof: If you're watching that on your iPad, you know you're missing something. It's not like, "Oh, I know those three songs. I played them all week when I was running."

Carey Nieuwhof: Yeah, that was a good message. Thank you. So something that engage, doesn't ... see there's a fine line with transcendent, because we've all see manipulation of emotions.

Carey Nieuwhof: I've always thought there were two things: you can manipulate or you can evoke. So if I try to manipulate emotions in a service, whether that's through music, through teaching, or through whatever, I'm trying to make you feel something that you don't feel.

Clay Scroggins: That you might not feel, right.

Carey Nieuwhof: That you might not feel, and you feel icky at the end. Or you feel cheated.

Clay Scroggins: That's right. Or you feel used; that's right.

Carey Nieuwhof: Or tricked or used, or whatever. So that's manipulation. Manipulation has no point in this whatever.

Carey Nieuwhof: But to evoke is something different.

Clay Scroggins: That's a better word; that's good. Yeah.

Carey Nieuwhof: Evoke is hey, that was in you! That was in you.

Brad Lomenick: So you're pulling something out of people that was in ... yeah.

Carey Nieuwhof: My wife, if you get her in a room, Toni will just laugh and laugh and laugh because we sat down and one of the movies we watched a couple months ago was Christopher Robin.

Carey Nieuwhof: Now, it's a movie you would play your kids because it's-

Clay Scroggins: I haven't yet, but I've heard good things.

Carey Nieuwhof: It's a fantastic movie!

Clay Scroggins: That's what I hear.

Carey Nieuwhof: But it's a story of Christopher Robin as an adult who's working too much, and rediscovers his childhood. I'm bawling like a baby through three quarters of that movie because it sort of parallels my story, or whatever.

Carey Nieuwhof: I'm like...

Clay Scroggins: What's your problem, Carey? Mop it up, leadership junkie!

Brad Lomenick: Yeah.

Carey Nieuwhof: I know! But because it was so parallel to my story. It didn't manipulate me, it evoked.

Clay Scroggins: Yeah, it evoked something. That's great.

Carey Nieuwhof: So that was real, and that was pretty raw. But it was good.

Carey Nieuwhof: And I think what you, as people who are charged particularly by God to do this, never want to cross that line between evoking and manipulating.

Brad Lomenick: Yeah. And what about the lobby, the foyer, the place where people are connecting not because we're trying to connect them into something, but they're simply connecting? Has that changed at all at North Point more recently?

Clay Scroggins: No, no.

Brad Lomenick: Is there some-

Clay Scroggins: I think people linger longer. I think there's more volume in there probably because I think to your point, Carey, if ... I agree with you, I don't think that the ... I think the foyer has moved. I think people are more ready to meet someone, have a conversation with someone.

Clay Scroggins: The value of anonymity was probably more powerful 20 years ago than it is now that I think if people show up, they don't want to be anonymous. They're ready to take a step.

Clay Scroggins: So the only thing we've changed Brad, is I feel like we've been more aggressive. I think we used to be very passive. Hey, I almost see it as we would make you come and get it. We were never going to put it in your face.

Carey Nieuwhof: Right. You want to sit here in the back for three years, you go right ahead. Yeah.

Clay Scroggins: Go for it. We will never push you out of that spot. I think now we're a little more aggressive.

Brad Lomenick: That feels like an opportunity for a lot of churches, whether you're small or big, is to put equal amounts of energy and intention into the experience that is not just the programmed experience, but the lobby, the outside, the ...

Clay Scroggins: That's exactly right.

Brad Lomenick: Because people are ready. Like you're saying, I think they are more ready to have a connection. If we facilitate that, I think people will actually do it.

Clay Scroggins: Well my boss, Layne Jones always says, "In a theater you've got front of house, you've got the on stage," I guess not front of house. "You've got the stage where the action happens, and then you've got the house, you've got everything else. Usually there's a stage manager and a house manager."

Clay Scroggins: I think what you're talking about, Brad, it's for the longest time we paid attention to the stage. Is the stage manager changing anything or making anything better?

Clay Scroggins: But it really needs to be changes that happen in the house, that if people are ready, if it's no longer the foyer, then the rules that we once had in the house need to change, probably. So I think that was very interesting.

Brad Lomenick: Not to the detriment of what's happening on stage.

Clay Scroggins: No.

Brad Lomenick: But more to the benefit of both of those being equally important.

Clay Scroggins: Of people taking a step, of people ... yeah.

Brad Lomenick: The trend I hear some churches talking about is that they are being very intentional about building more room and more physical space in the foyer or the lobby.

Clay Scroggins: Yeah, for people to connect.

Brad Lomenick: For people to actually connect.

Carey Nieuwhof: Yeah, I wish we had that. We opened our broadcast location I guess four years ago this spring.

Carey Nieuwhof: So we have 26,000 square feet, something like that, which sounds like a ton until you actually try to move a lot of people through it. It's pretty small, and our lobby is small.

Carey Nieuwhof: But we made the steps really clear, we have ... I forget what we call it, we keep changing the name, but it's either First Time or New Here. Then we've also got Next Steps. I think it's New Here and Next Steps.

Carey Nieuwhof: So that's it. You cannot miss those. And we are trying to move ... it's not like, "Hey if you've been here for like a year, let us know you're here!" It's like, "If this is your first Sunday you go to New Here and then we get you on a path to get into Next, or get into Starting Point."

Carey Nieuwhof: Then we've also got Next Steps if people want baptism, if people want to figure out whatever. So we're trying to facilitate that conversation earlier.

Brad Lomenick: I want though, the place where I don't get funneled into something, where I just ... if somebody would say, "Hey, there's seven people that are in the same category and industry, and they want to talk about some leadership stuff."

Carey Nieuwhof: Affinity.

Brad Lomenick: If we could get that, I know that's hard.

Carey Nieuwhof: With all the single moms, all the-

Clay Scroggins: The dating apps are figuring that out. Now the newest dating app is not only do you fill out what your own affinity list of things that you're into, but then you also give them access to your social media and let them see who are you connected to?

Clay Scroggins: Can we make the Seven Degrees of Separation with Kevin Bacon from you between this person? I think that's what you're asking.

Clay Scroggins: But basically, people are doing that. Now we have so much information about people, we can do that.

Brad Lomenick: We've got more data than we've ever had.

Clay Scroggins: Ever had. But I think church is, we're more hesitant to change [crosstalk 00:56:25]

Brad Lomenick: I want to hear with what Clay disagrees with on your trends list.

Carey Nieuwhof: Yeah, I do. But can we leave that for another show? No! What I want to do-

Clay Scroggins: Great!

Carey Nieuwhof: What I seriously want to do is I want to ask you guys, before we get into it, because I know there's some trends that you disagree with and I want to go there today, but an attractional church, has it peaked? And if so, why?

Carey Nieuwhof: I have a whole episode with some of the Cross Point's staff that I get into...

Clay Scroggins: No, this is great. This is the one. I wouldn't say I disagree with it.

Carey Nieuwhof: Okay.

Clay Scroggins: First of all, I don't know that there's a bigger Carey Nieuwhof fan in the world than my wife. And behind her, I am number two. She's a huge fan, huge fan!

Carey Nieuwhof: Does she listen like ...

Clay Scroggins: Oh, religiously! [crosstalk 00:57:07]

Clay Scroggins: My wife is an interesting case study on ... she is a stay at home mom, that is her full-time job. There are ... she has a Podcast going at all times of the day.

Carey Nieuwhof: Wow.

Clay Scroggins: That is all she listens to. She is more astute on Podcasts than anyone else I know because that's all she listens to.

Clay Scroggins: But yours is one ... she things you are a fantastic interviewer!

Carey Nieuwhof: Thank you, Jenny!

Clay Scroggins: I wouldn't disagree with it though, Carey, I guess I would ... we wanted to have a lot of conversation about clarity.

Clay Scroggins: I would say the danger with the statement that an attractational church has peaked and charismatic churches are growing, first of all you rise and fall on your definitions.

Carey Nieuwhof: Sure.

Clay Scroggins: So I would start by saying the charismatic church, what do you mean by that?

Carey Nieuwhof: Yes.

Clay Scroggins: Not theology, I don't think.

Carey Nieuwhof: No. I tried to say that in the article, link to the article, this is not about theology, it's about a style or an expression.

Clay Scroggins: Expression, sure.

Carey Nieuwhof: I almost used expressive.

Clay Scroggins: Yeah, yeah.

Carey Nieuwhof: An attractional church has peaked-

Brad Lomenick: How would you define it's style or expression, though? Give me some hooks.

Carey Nieuwhof: What I really start to notice, and I'll tell you this happened a few years ago, it's probably been happening long before I noticed it, is that if you look at the under 40 church leaders, their worship-

Brad Lomenick: Clay Scroggins.

Carey Nieuwhof: Pardon me?

Clay Scroggins: Clay Scroggins [crosstalk 00:58:30]

Brad Lomenick: There's one we're looking at, yeah.

Carey Nieuwhof: When do you hit 40?

Clay Scroggins: I've got another 15 months.

Carey Nieuwhof: Alright, we'll that's good. So you're good for a year.

Clay Scroggins: Yeah, one more year.

Carey Nieuwhof: That's great. Yeah.

Brad Lomenick: He's in his mid 30s.

Clay Scroggins: Anyway, keep going, Carey, this is so good.

Carey Nieuwhof: So yeah, I noticed that the worship leaders are really ... like elevation worship. They're leading worship; they're not singing songs like I train our worship leaders to sing songs and to be sensitive to the guests. I'm like, "Huh, there's that."

Carey Nieuwhof: Then I watched preaching. And listen, anybody who's watched 20 minutes a sermon of mine knows that if you've read my writing or you listen to this Podcast, I'm not the guy who's going to get you to cry on the minute three of the message, that's not my style.

Carey Nieuwhof: But I watch preaching really get re-elevated even over teaching, which would be a more natural style. So I'm watching that and I'm going, "Huh, what's going on here?"

Carey Nieuwhof: Then of course, there is the talk back you get from the audience, which tends to be black church in many cases, but also happening now across churches with a far more ... and that was always Pentecostal, charismatic as well.

Carey Nieuwhof: So I'm watching that, but it's not what I saw as a kid. It's not what we saw in the '70s, '80s, '90s in charismatic circles, it's almost a neo.

Carey Nieuwhof: Again, I almost used the word neo-charismatic and then I looked that that was an actual theological strain. I'm like, "Well, I'm not going to go there."

Carey Nieuwhof: But what I mean is we have done a very good job of creating suburban churches, and I include myself, I'm not pointing fingers beyond me, where people can sit and understand and hear and listen and maybe be persuaded.

Carey Nieuwhof: And we have seen massive life change through that; don't get me wrong, massive. But what has happened? Particularly as we've gone multi site and our churches have had to be simpler in their format is we have stripped away a lot of the emotion. We've stripped away a lot of the unique surprises. Some of that's appropriate.

Carey Nieuwhof: But we've ended up with an attractional church that seems to be falling flat. And an attractional is really the kind of church that we do in our world. That's what people call it.

Clay Scroggins: Right. Me and you, not necessarily Brad.

Carey Nieuwhof: Not Brad. Brad's not attractional in the least.

Brad Lomenick: Well ... [crosstalk 01:00:44] I would definitely lean more towards the expressive side [crosstalk 01:00:50] based on your definition not based on theological reasons [crosstalk 01:00:54]

Clay Scroggins: The church that you choose to gather with is more expressive.

Carey Nieuwhof: No, it's more expressive. So I'm watching that, and I'm not saying every charismatic church is growing, I'm not saying that.

Carey Nieuwhof: But it's like there have been numerous conversations with churches of different sizes and geographies who would be what we would call an attractional church who are saying, "Yeah, we're not growing at 10% a year anymore." Or, "It's flat," or ...

Carey Nieuwhof: Again, I don't want to steal the thunder of the Cross Point team, but I do a few interviews with their team which will be on this Podcast this spring that are fascinating in that regard.

Carey Nieuwhof: I think there's a million reasons why the attractional church arose as it did in the post-seeker sensitive.

Clay Scroggins: Yeah. Right.

Carey Nieuwhof: It is the Next Gen of post-seeker sensitive.

Clay Scroggins: Yeah. It is; it is.

Carey Nieuwhof: It is where the non-missional churches after missional came and went from a noun to an adjective. Then it became something we all do, right?

Carey Nieuwhof: That was sort of an attractional church. But I sensed that the epoch is waning a little, and there's something else emerging. That's all I'm trying to put my finger on. I don't fully understand it either, so.

Carey Nieuwhof: But I'd love to hear what you think, Clay. So those are the definitions, very poorly defined.

Clay Scroggins: No, that's excellent. I would say I guess the thing that scares me about the statement is it feels binary.

Carey Nieuwhof: Sure.

Clay Scroggins: It feels like if you are trying to use methods of attraction, so if you're trying to speak language that a person who doesn't care about church would speak, which I guess is a method of the attractional church, but there's some value in that.

Clay Scroggins: I would also say there's something about the expressive, charismatic churches that might not be healthy as well. So it's not ... I guess it makes me nervous to feel that you would lead someone to adopt all of it and disregard all of it.

Clay Scroggins: The thing I love is you can't take responsibility for that anyway.

Carey Nieuwhof: No, no.

Clay Scroggins: If somebody's going to do that blindly, yeah.

Carey Nieuwhof: So here's the question I have for you. What is your greatest fear under that?

Clay Scroggins: Yeah, I guess my ... I think there is still something in churches that ... I think it's healthy for churches to think through how do we reach lost people.

Clay Scroggins: It feels if ... I guess I don't want us to lose that. If we just become ... trying to create experiences where we feel something, there's two avenues to reach

someone. There is a logical pathway of the head, and some people need that, and some people were reached with that.

Clay Scroggins: And then there is the impassioned feeling of the heart, "I was moved by something." Both of those are needed. And if we lose the ... there are some people who need a rational, logical pathway of explanation of what is this. I don't want us to throw all of it out because it seems like ... because of a statement like that, I guess.

Carey Nieuwhof: I think that's really fair. What do you think, Brad?

Brad Lomenick: I'll give you an example, because I think what we're saying is both/and, neither/or. It's the same what you said, Clay, about is it digital. Is it online church, or is it in person?

Clay Scroggins: Right.

Brad Lomenick: Yes, and. Yeah, it's both.

Brad Lomenick: By my church is a great example in this way, around this attractional and charismatic expression-

Clay Scroggins: I think that [crosstalk 01:04:32]

Brad Lomenick: They have At the Movies. At the Movies at its core is a strong attractional series-

Clay Scroggins: Very attractional. Right, right.

Brad Lomenick: [crosstalk 01:04:41] but there's also when you walk into a live church gathering, when you watch Craig teach, when you listen to the feedback from the crowd-

Clay Scroggins: He does all of what you're saying in a way.

Brad Lomenick: Yeah. There's a-

Clay Scroggins: I think he's more of a preacher type.

Carey Nieuwhof: You got it.

Brad Lomenick: So I think that's a good example of moving towards the intersection.

Brad Lomenick: That's the way I would define it, is the churches that seem to be moving towards the intersection of not just attractional and charismatic, but actually exegetical and expressive. The idea that Matt Chandler calls himself a Bapticostal now.

Clay Scroggins: Yeah.

Brad Lomenick: Matt Chandler has been known for years as a deeply reformed Bible teacher that if you walked into their church, Village Church, you would say, "This is definitely more on the exegetical."

Brad Lomenick: But they're becoming more expressive-

Clay Scroggins: Which he-

Brad Lomenick: Because they're trying to move towards that intersection.

Clay Scroggins: And caught so much flak for that, which I hated. I thought that was ...

Brad Lomenick: Right, yeah. And then I think you see some charismatic churches, deeply and historically charismatic churches, that are actually moving the other direction and saying, "We're not going to be less expressive. But we're going to be more biblical and more based around the exegesis of the text and of Scripture."

Brad Lomenick: That's where I just ... the churches that seem to have the most influence seem to be at that place where if you walked in, you wouldn't know which on they were.

Carey Nieuwhof: No, I think those are really fair comments. Craig on a previous episode of this show, and we'll link to them in the show notes, I remember asking Craig about this before I wrote the article.

Carey Nieuwhof: I said, "Hey, it seems to me that you've become more charismatic, or at least more passionate."

Brad Lomenick: In your teaching, preaching.

Carey Nieuwhof: In his teaching and also in their style of worship. It is full on worship now! It's not like seeker sensitive this, or ... and he said, "Yeah."

Carey Nieuwhof: I said, "Well how did that happen?" And I'm paraphrasing here, I'm going from memory. So Craig if I got it wrong, I apologize. But you could listen to the original interview.

Carey Nieuwhof: He said about a decade ago he found that his own personal passion was waning a little bit, and it was like he put the paddles on himself and revived the heart. Out of that came a more passionate form of preaching, more passionate form of worship.

Carey Nieuwhof: You've seen even Jud Wilhite, I don't think I've spoken directly to Jud about this on this Podcast, but at Central Vegas they're a different church than they were a decade ago, and have done this.

Carey Nieuwhof: To your point, I think I said this in the article, but my articles are thousands of words and no one reads to the end and I need to do a better job expressing myself.

Carey Nieuwhof: But I think to your point, I couldn't agree more that there can be a weirdness in the charismatic that is not attracted to anyone.

Carey Nieuwhof: I also agree, what's the opposite of attractional church? Well, I hope it's not repulsive.

Clay Scroggins: Yeah, right.

Carey Nieuwhof: We don't want to create a repulsive church. We don't want to create a church nobody wants to attend. Or a church that's so insensitive to outsiders.

Carey Nieuwhof: In fact whether I said this or not, I'll write another post on it at some point this year, I think the people who are best positioned to capitalize on this shift in culture and this need for the transcendent are leaders doing attractional church right now.

Carey Nieuwhof: And leaders who are in that school described who said, "Hey, we need to become better students of Scripture, perhaps." Or, "We have to perhaps become more sensitive to the fact that what's happening at the front"-

Brad Lomenick: And leaning more towards the head, not just the heart.

Carey Nieuwhof: And leaning more towards the heart. And I think we find it's not the middle, but where we can hang in the tension of immanent and transcendent. Where we're aware that there's a house and we're aware that we're in the presence of a holy God and we hold that in tension, I think when we do that great things can happen. I really-

Brad Lomenick: My question is, or my statement, is I want 100% of both. Because I don't feel [crosstalk 01:08:45]

Clay Scroggins: I would agree with that.

Brad Lomenick: Why limit me on either side? I want all of God.

Carey Nieuwhof: Wow. Well said.

Clay Scroggins: And I love ... Russell Moore talked about the power of the church staying weird. I think there's something to that. There are some things that we do that's just weird, and we probably don't need to ... we certainly don't need to shy away from it.

Clay Scroggins: We need to probably explain that well to people. But it is, it's weird what we believe. Resurrection alone is an odd thing. So I do think there's something to staying weird.

Clay Scroggins: I think the danger with attractional churches is we have a tendency to run away from anything that feels weird even though it might be true. That's how we-

Carey Nieuwhof: Yeah, and God cannot be controlled. But to some extent he can also be ... he's not completely incomprehensible, right?

Carey Nieuwhof: So it's that. And one of the things the attractional church has done with that more intellectual style is we have made ... there was a style to preaching a generation ago that was unnecessarily complicated and unnecessarily indecipherable.

Carey Nieuwhof: I think the attractional church has done a beautiful job ... and we still get that comment. I preached on Sunday and people are like, "Wow, that was so clear, good!" I want it to be clear, but I don't want it to be simple.

Clay Scroggins: That's right.

Carey Nieuwhof: I don't want it to be easily explicable, but I want you to understand what I was trying to communicate. That's really important.

Carey Nieuwhof: Anything else you really disagreed with in the church trends?

Clay Scroggins: No.

Carey Nieuwhof: Because that's a fun thing to chase down.

Clay Scroggins: That was the main one.

Carey Nieuwhof: Okay.

Clay Scroggins: I think the one that I agree with most is the moving away from polish, and which one connects with that one?

Carey Nieuwhof: Polish and passion. Sure.

Clay Scroggins: Yeah, polish and passion. I think that one makes the most sense to me because it feels so deeply connected to people's experience in life. Because we are so marketed to there is this fear of are you lying to me? Are you brushing something up to make it seem real when it's not actually real?

Clay Scroggins: So the authenticity that I get from you is what is actually most attractive because it makes me believe you. If you're not afraid to talk about your warts, then I can believe you about where we ought to be headed, in a way.

Clay Scroggins: That one's probably the one that I resonate with most.

Brad Lomenick: I noticed, I caught you this weekend on the North Point stream and you brought up somebody out of the crowd which was very unprogrammed, unplanned.

Carey Nieuwhof: Yeah, it was. Yeah.

Brad Lomenick: Yeah. But the authenticity in that moment was incredibly moving, to have that sense of we're off the script right now.

Carey Nieuwhof: Yeah. Yeah. I think, so the point there just to be clear for everyone listening, is that passion beats polish.

Carey Nieuwhof: It's an interesting thing because again the democratized ... the internet has been incredibly democratizing. Because graphic design used to be really expensive, hard to do to even market your church.

Carey Nieuwhof: Nobody had those conversations 30 years ago. Nobody. Maybe if you were a huge church of, and a huge church 30 years ago was 2,000 people, then maybe you had professional designers, you had a professional copywriter.

Carey Nieuwhof: But I'm old enough to remember desk top publishing, when that was what they used to call it, right? You can do this right off your desk top.

Carey Nieuwhof: Of course now you live in an age where any 13-year-old with an iPhone can create graphics that look every bit as good as anything any ad agency would put out. You have personal branding. Everyone's into ... got their own Instagram look, and this, that, and the other thing.

Carey Nieuwhof: I think what's happened is churches quickly got into the marketing thing going, "Oh, we can do this, too!" So as the cost went down and accessibility went up everybody says, "Oh, we can market, we can market, we can market."

Carey Nieuwhof: So we're marketing and we've got all this polish. Our bands got better, and our sound got better, and our graphics got better, and our look got better, and our style got better.

Carey Nieuwhof: But sometimes ... nobody did that for bad motivation, I don't think. But it can lead people feeling slick and impersonal.

Clay Scroggins: I think slick is a great ... slick is a terrible word, but it's a great descriptor I think of what people can feel.

Carey Nieuwhof: Yeah, yeah. They're like, "I want to know ..." and particularly because of what we talked about already, people retreated to their homes, people inundated with information that they can't handle, they're now at the point where they're like, "Would somebody please ..."

Carey Nieuwhof: Even porn, porn has ... now it's exploded everywhere. It's so easy to get. It's a female problem, not just a male problem. It's desensitized us to the reality of other human beings.

Carey Nieuwhof: It's to the point where people have trouble being intimate with other people sexually.

Brad Lomenick: And we're not automatically trusted being leaders anymore, or pastors.

Carey Nieuwhof: Right, oh yeah.

Brad Lomenick: The average person walking in may look at you as a pastor and think-

Clay Scroggins: "Poor guy; he couldn't get a job!"

Brad Lomenick: Well I don't ... I don't automatically trust you like I once did.

Clay Scroggins: That's right. Because of how much all ... all the scandal that's happened in the last 10 years. [crosstalk 01:14:07]

Clay Scroggins: ... from post-Christian Canada, poor guy can't get a real job, that has been my reality for 25 years.

Carey Nieuwhof: You were a lawyer and you did what?

Clay Scroggins: It's like, "Well I guess it didn't work out." Right? Nobody says that, that's what I think they're thinking.

Brad Lomenick: I think this is important for anyone who is on staff, the assumption that you're trusted or that people believe you automatically now, especially for somebody who might be new, is you have to bridge that gap of authenticity.

Brad Lomenick: You actually have to walk across that bridge and make them ... you have to be intentional about making sure that they believe you.

Clay Scroggins: You know a really good book for that if you want to drill down on that? Is John Maxwell's Five Levels of Leadership.

Clay Scroggins: Probably my favorite book he wrote, not his best known, but my goodness, it's so good! It talks about-

Brad Lomenick: Do you remember the five? I'm trying to remember them right now since you've said it.

Clay Scroggins: I might be able to. I might be able to. I've taught this book before to my staff.

Carey Nieuwhof: I've never read it; I couldn't name one of the five.

Clay Scroggins: It's fantastic.

Brad Lomenick: It's very good.

Carey Nieuwhof: Well I'm intrigued.

Clay Scroggins: It is ... what is it? So you start with your title, but that's not what he calls it. Go Google it, Brad.

Brad Lomenick: Hold on.

Clay Scroggins: Yeah.

Brad Lomenick: Can we hit pause and ...

Carey Nieuwhof: Can we hit pause? No, we'll just keep talking.

Brad Lomenick: We'll just keep talking.

Carey Nieuwhof: Just keep dancing because [crosstalk 01:15:17]

Clay Scroggins: The 21 irrefutable laws of my 21 books?

Carey Nieuwhof: I don't know; I don't know, I'm on four.

Clay Scroggins: The dude is a legend! [crosstalk 01:15:27]

Carey Nieuwhof: This is so good, that this speaks exactly to what you were talking about, Lomenick.

Brad Lomenick: Here we go. Here we go.

Carey Nieuwhof: What do we got?

Brad Lomenick: We got the ... okay, number one is positional.

Carey Nieuwhof: Position. Oh wait, wait, let's see, position.

Brad Lomenick: You've got that one.

Carey Nieuwhof: Okay. And then ...

Brad Lomenick: Number two is?

Carey Nieuwhof: Is it progress?

Brad Lomenick: No. But it is a P [crosstalk 01:15:47]

Carey Nieuwhof: ... except for legacy.

Brad Lomenick: Permission.

Carey Nieuwhof: Permission.

Brad Lomenick: Yep and-

Clay Scroggins: I would just go.

Brad Lomenick: Number three is production.

Carey Nieuwhof: Right.

Clay Scroggins: What does that one mean?

Brad Lomenick: Hold on, let me-

Clay Scroggins: That's a little bit, this is a precursor to How to Lead When You're Not in Charge [crosstalk 01:16:01]

Clay Scroggins: Permission is basically I'm giving you permission to lead me?

Brad Lomenick: Yeah, so-

Clay Scroggins: Position is-

Brad Lomenick: You will follow because of what you have done for the organization.

Clay Scroggins: That's ... yeah. Correct.

Brad Lomenick: Production is competency.

Clay Scroggins: Oh, I see. I see. You're really good and I'll follow you.

Brad Lomenick: Competent, you're really good at it.

Carey Nieuwhof: So the trajectory is this, he ... and then level four is personal and level five is-

Brad Lomenick: Level four is people development.

Carey Nieuwhof: People development, okay.

Brad Lomenick: Meaning you ... yeah. [crosstalk 01:16:21] level five is pinnacle.

Carey Nieuwhof: Pinnacle.

Clay Scroggins: Oh, he did turn it into ... see, I remember nothing. Okay.

Brad Lomenick: People follow you because of who you are and what you represent. That's the ultimate expression of pinnacle. Yeah.

Clay Scroggins: So it starts at I have a title, and it gives you almost no influence.

Brad Lomenick: Yeah, yeah.

Carey Nieuwhof: Like, "Pastor X." Like you're pastor number eight of ... in the last fifteen years.

Clay Scroggins: Yeah, and half of them had a moral failure, so right.

Carey Nieuwhof: Exactly. So you have zero credibility coming in, and I don't know you.

Carey Nieuwhof: But then you move beyond that and you start to get into permission where you start to lead with a little bit of influence.

Carey Nieuwhof: Then you get into production. And production is, "Wow, look at these results! Look at the growth! Look at all the volunteers we've recruited." There's momentum.

Clay Scroggins: That's where most of us end.

Carey Nieuwhof: And that's where most people end.

Clay Scroggins: And competency takes you to that level.

Carey Nieuwhof: Your competency will take you there. But then you get into, what's level four? What's he call it, personal?

Clay Scroggins: People development.

Carey Nieuwhof: People development. People development.

Clay Scroggins: You can really raise up another leader.

Carey Nieuwhof: Where you become a better person because I was your boss.

Clay Scroggins: Yeah, yeah.

Carey Nieuwhof: Where you're like, "Wow, this isn't just we're producing stuff at work for the mission, but I am leading at home. I'm a better dad. I'm a better wife. I'm a better husband, a better friend, a better citizen, my relationship with God is better."

Carey Nieuwhof: They are like, "I am better because you lead me."

Carey Nieuwhof: Then level five is a legacy, a pinnacle where you are developing and mentoring people that you'll never meet, that you don't really know because your influence has moved beyond your proximity and your position to a regional or national or global outlet.

Brad Lomenick: A good exercise, compare John's Five Levels to Jim Collin's Good to Great the five [crosstalk 01:17:59]

Brad Lomenick: There are some different similarities.

Clay Scroggins: That would be fun.

Brad Lomenick: But it's a good exercise to look at the-

Clay Scroggins: That would be a good exercise because-

Brad Lomenick: Ultimately, the pinnacle compared to what Jim Collins would say, the ultimate expression of a leader, which is that humility, humility is what he would say is at the top.

Clay Scroggins: Humility?

Carey Nieuwhof: Level four, level five. And that ties right back into passion over polish. Because polish doesn't have humility. Slick doesn't have a transparency to it.

Carey Nieuwhof: So I would say, I remember Jonathan Pokluda, JP, I interviewed him at the beginning of the year on this Podcast, and he said he got the most response at The Porch, which is the largest young adults ministry-

Clay Scroggins: We apologize.

Brad Lomenick: Yeah.

Carey Nieuwhof: When he started a message saying, "Hey"-

Clay Scroggins: Yeah, "Oh, I was struggling with something today.

Carey Nieuwhof: I was yeah, I think it was an Instagram. He said, "I clicked on a hashtag I shouldn't have, and I looked too long. And I need to get ..." he's saying this in front of thousands of people, "I just need to get that off my chest before I lead us tonight and I speak."

Carey Nieuwhof: He said, "The line after he said that was so huge."

Clay Scroggins: You can't fake that.

Carey Nieuwhof: No! But that's real life, right?

Clay Scroggins: Yeah.

Carey Nieuwhof: People want to see. I was thinking while we were in the middle of this conversation, this is the vision I had for starting this Podcast. Because you and I know, we all know, these are the kinds of conversations, the good ones, that happen in green rooms and back stage and over lunch and over dinner where you're shooting ideas.

Carey Nieuwhof: I would always leave those conversations and say, "Gosh, I wish our staff could have heard that, our elders could have heard it. I wish everyone could have heard it! I wish my friends could have heard it."

Carey Nieuwhof: I thought, "Well why don't we bring that kind of thing to a Podcast and go?" But it is that behind the scenes ... there's no ... yeah, we got some really good points here, but we're in the middle of this up to our eyeballs, trying to figure that out together.

Carey Nieuwhof: That's what this culture is about rather than, "Here are my five magic bullets that are going to make everything better in your world." So that's what I really appreciate.

Brad Lomenick: Did you have some other things you disagree with, with Carey?

Clay Scroggins: No, it was mainly the first one. [crosstalk 01:20:15]

Clay Scroggins: I guess this would be the second one. [crosstalk 01:20:22]

Brad Lomenick: When you give people more permission, they will actually bring their whole list up.

Clay Scroggins: That's right. Well actually, there's a lot more.

Brad Lomenick: Well okay, you finally, I did bring my list of all the things that bug me about you.

Carey Nieuwhof: Yeah.

Clay Scroggins: I think the thing ... well, I guess the question I have is are there ... do we know of charismatic churches that are ... or more expressive churches that are growing?

Clay Scroggins: Because what I hear from people that I am friends with that are at more expressive churches is the churches that are growing for them are their newest ones and not the ... in the business world they call the ... your "same store sales" are not growing.

Clay Scroggins: So that's what I wonder, is are there churches that have their original, long standing, oldest campuses that are growing?

Brad Lomenick: I think those are two different questions, though.

Clay Scroggins: I agree.

Brad Lomenick: One is, multi site would be the assumption there, right? Or multiple locations?

Carey Nieuwhof: [crosstalk 01:21:25] it isn't inherently multi site.

Clay Scroggins: There aren't many churches that I can think of that are not multi site.

Carey Nieuwhof: Well Hillsong, whether that's multi site or multi church, I don't know how you want to describe it.

Clay Scroggins: Right, right.

Carey Nieuwhof: But some of them, there are multiple locations in New York and Toronto.

Brad Lomenick: But I would say there's some examples of churches that would be more charismatic in nature that have recently launched. Or they're a couple of years in, they've still got one location.

Clay Scroggins: Right. Okay.

Brad Lomenick: They may have an online experience [crosstalk 01:21:54] they are growing.

Clay Scroggins: Yeah.

Brad Lomenick: The question of ... we have multiple campuses, or multiple sites now. We're dealing with the question of same source sales, as you said.

Brad Lomenick: I think that's pretty systemic across lots of [crosstalk 01:22:07]

Carey Nieuwhof: No, I think it's fair. I've asked some Hillsong ... Hillsong comes to mind, obviously. They announced a whole bunch of new locations, new cities, which is great.

Clay Scroggins: Oh, I didn't see that.

Carey Nieuwhof: Yeah. Well it's like 24 hours old.

Clay Scroggins: In the U.S., or in Canada, or both?

Carey Nieuwhof: All over the world, U.S., I don't know about Canada.

Clay Scroggins: Oh, wow.

Carey Nieuwhof: I saw it on the social feed but-

Brad Lomenick: That's the last place they're going to come.

Carey Nieuwhof: They just launched in Toronto!

Brad Lomenick: No I was kidding.

Carey Nieuwhof: Okay. Thank you Damien and Julie! I know you guys.

Carey Nieuwhof: So yeah. It's fascinating to me because I've asked that question. To be totally transparent, the other question is: well are they just vacuuming up into a raised in church who are now attending as young adults in-

Clay Scroggins: Yeah, and they're doing it in a more appealing way.

Carey Nieuwhof: And they're doing it in a more appealing way. So here's my answer throughout that is number one, I don't know. Number two, I don't know that they actually track that information.

Carey Nieuwhof: But number three, if you've got thousands of 25-year-olds in New York City gathering on a Sunday morning, my hat's off to you!

Clay Scroggins: Yeah, you're doing something right.

Carey Nieuwhof: Because I don't think every single one of those kids would be in church if it wasn't for Hillsong New York.

Clay Scroggins: Yeah [inaudible 01:23:18]

Carey Nieuwhof: Ditto in Toronto, Ditto in all the cities.

Clay Scroggins: Right.

Carey Nieuwhof: So we are moving into a post-Christian era. So I am not going to critique churches that are growing.

Carey Nieuwhof: The other thing I would say, and I think you're fair, same store sales, so to speak, are a struggle everywhere for almost every model. What we mean by that is the original campus, the broadcast campus-

Clay Scroggins: Or campuses, yeah.

Carey Nieuwhof: Campuses aren't growing at the rate that new campuses are growing, so that a lot of the new churches ... a lot of the growth that you see in church world is via new locations.

Carey Nieuwhof: Which is true at North Point, which is true. Our big-

Clay Scroggins: Definitely. It's true at Passion.

Carey Nieuwhof: Yeah, true at Passion.

Carey Nieuwhof: However, and this is where I would probably say when you look at all the kids are doing, you look at the models that are being planted, I think-

Clay Scroggins: Yeah, and I would agree with that.

Carey Nieuwhof: I think if you look at under 40-year-old church planters [crosstalk 01:24:09] what kinds of churches are they planting? They are planting more expressive churches.

Clay Scroggins: Yeah, yeah. That's it. Yeah, you're right.

Carey Nieuwhof: Plain and simple. So it's like ... it reminds me of 13, 14, 15 years ago when there was that real ... remember? I'm a MAC, I'm a PC, there was that real battle between MAC and PC?

Clay Scroggins: Oh yeah, yeah.

Carey Nieuwhof: One of the arguments, because Apple had been sputtering on the sidelines for 20 years. People were like, "Seriously, you guys are still around?"

Carey Nieuwhof: But all the campus kids had MACs. So you go to any college campus, it's all Apple logo. You go to any corporate environment, it's all Blackberries and [crosstalk 01:24:43] and IBMs.

Carey Nieuwhof: I was like, "Watch out!" And now, who knows whether Apple has peaked or is on the ... whether is it's [inaudible 01:24:53] or whatever. But Apple has gone mainstream.

Carey Nieuwhof: So when you look at college campuses and you start to look at what are all the kids doing, I think it's the expressive churches that are being planted.

Clay Scroggins: Yeah, yeah.

Brad Lomenick: Can I throw a new trend in that I'm seeing? I want to get your feedback on it.

Carey Nieuwhof: 100%.

Brad Lomenick: This has been happening for a while. But I'll give you an example. When you watch iTunes every Friday, how many of the new albums that are in the Top 100 in the Christianity section are so-and-so worship? Meaning Church X, Y, Z, worship?

Clay Scroggins: Whole album.

Brad Lomenick: Well, and the idea that local church has become the ... actually the place of expertise and knowledge and thought leadership? So this shows up with conferences that people go to now are more about going and seeing how that church does what they do.

Clay Scroggins: Oh yeah, they're-

Brad Lomenick: Drive is a great example; it's been around for a long time. Inside Elevation is a great example, more recently.

Brad Lomenick: All these music albums that used to be you had to go to a label, you had to go to whatever the engine was that drove the industry.

Brad Lomenick: Nowadays if you're a church, you just want your own worship album.

Clay Scroggins: So true!

Brad Lomenick: Same with education. So there are now 120 extension sites of a University out of Florida, Southeastern University.

Clay Scroggins: Yeah, Southeastern [crosstalk 01:26:24]

Brad Lomenick: That said we will bring accredited higher level education to the local church because most students want to stay in that local church and actually get the expertise and be around the team. They want to work there.

Brad Lomenick: So all of a sudden we've went from the ivory tower or these worlds that we couldn't ... that were hard to get into, to now all the opportunities have come really to the front door of the local church: music, books, Podcasting, knowledge, education, etc. [crosstalk 01:26:59]

Clay Scroggins: Bring some meaning to that, Carey.

Carey Nieuwhof: No, you know what? That's a fresh thought. You're right. Because as soon as you said it I'm like, "Well of course that's what's happening!" It's happening right before you eyes.

Carey Nieuwhof: But I think okay, my initial thought is what does that mean for ... denominations used to broker that, record labels used to broker that.

Brad Lomenick: Exactly. The middle man [crosstalk 01:27:22]

Carey Nieuwhof: There used to be a middle man, there used to be a broker of meaning.

Carey Nieuwhof: And seminaries used to ... you look at Southeastern, I was just there recently and it's huge. We're doing a little snap here for Clay's, is this your Instagram?

Carey Nieuwhof: Here we are. So you'll see that moment. Anyway yeah, I do think that that means for the old power brokers, it's interesting. Even this Podcast is amazing because normally I host it out of my basement out of my house, right?

Carey Nieuwhof: So you're ability, and I think this should be an encouragement to anybody on the local level, is you don't need a million dollars and some guy sitting in a sea suite somewhere, or woman, buying into you anymore. You can make things happen.

Carey Nieuwhof: I'm going to have to think about that. Clay, your take on that?

Clay Scroggins: I think the college thing, I think I'm most interested in that one because I do feel like younger churches are using that as a way to identify leaders, to-

Brad Lomenick: Leadership pipeline building.

Clay Scroggins: It is a leadership pipeline. I think that's the part that ... but the thing that worries me is as a parent, I don't know that I would want my kid going to those schools.

Clay Scroggins: But I don't know enough about them, so there's-

Carey Nieuwhof: Tell me why.

Clay Scroggins: I don't know.

Brad Lomenick: Is that because you want them to go to a reputable school?

Clay Scroggins: I want them to go to a reputable school, or it feels ... I don't know. I'm a big fan of public education, so I like the ... I think there's a real great value in secular education, but ...

Brad Lomenick: In terms of getting out into the real world, you might say.

Clay Scroggins: Yeah, and understanding people, understanding people's needs. That's not to say that if you went to Liberty you can't understand people's needs. There's great schools, but-

Carey Nieuwhof: Well, and you're a DTS grad.

Clay Scroggins: Yeah, I went to seminary, sure.

Carey Nieuwhof: Yeah.

Brad Lomenick: I think the lesson, at least for whether you're a pastor of a church of 500 or 200 or 15,000 as a leader you have more opportunities than ever to actually be able to get into the game. Meaning that you can have a voice in the conversation.

Clay Scroggins: That's a great point.

Brad Lomenick: Whenever somebody says to me, "But Brad, I don't have resources. I don't have the platform, I don't have ..."

Brad Lomenick: I'm like, "Well, what are you talking about? All those barriers have been destroyed. So you can get in the game [crosstalk 01:29:38] it's whether you're willing to do the hard work."

Clay Scroggins: That's right.

Carey Nieuwhof: Now I would-

Clay Scroggins: We were having this conversation in a different form last night at dinner with Reggie Joiner and we were trying to put our finger on what was happening in the culture and everything.

Clay Scroggins: I came up with this metaphor, I don't know whether it's any good, but it's like when you look at the church in North America [crosstalk 01:29:58]

Brad Lomenick: Clay? Was that a Carey Nieuwhof main drop with [crosstalk 01:30:02]

Clay Scroggins: This is Uncle Reggie's room we're recording.

Brad Lomenick: Oh yeah, yeah.

Carey Nieuwhof: That's true.

Clay Scroggins: So I've got to show respect.

Carey Nieuwhof: That's right.

Brad Lomenick: You're one of Reggie's favorite sons.

Clay Scroggins: Yeah, you are.

Brad Lomenick: You are.

Carey Nieuwhof: We're only a few years apart!

Brad Lomenick: Well I get that. You're like the ... maybe the cousin, one of his favorite cousins.
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Carey Nieuwhof: The cousins. Oh, that cousin? I'm that guy.

Brad Lomenick: You're the Canadian cousin.

Clay Scroggins: So what was he saying?

Carey Nieuwhof: So in post-Christian America, post-Christian Canada, the west, it's almost like a lot of the grass has died and you've got this brown field where a lot of it is withering, a lot of it is dying.

Carey Nieuwhof: But there's these green shoots poking out.

Clay Scroggins: Ah, that's beautiful.

Carey Nieuwhof: And these green shoots are popping up. So Southeastern, to name them, would be a good example of a seminary that's got a lot of green shoots coming out, or elevation worship, or what's happening with Bethel worship, or new campuses, they're popping up.

Carey Nieuwhof: The local leadership are popping up. I think it's going to be really interesting because I think there is a different order. I think there is a different day emerging.

Carey Nieuwhof: We are so in the middle of it. Our children will be much better. Your kids, who we've now referenced at a historical level on this Podcast-

Clay Scroggins: Multiple times.

Carey Nieuwhof: ... they will be in a much better position to go, "Well of course dad, that's what was happening. You didn't see it?"

Carey Nieuwhof: And we're like, "No, we missed it." But that's why I love having these conversations.

Carey Nieuwhof: Guys, I can't believe it, it's been 90 minutes!

Clay Scroggins: Wait, can I throw one more out?

Carey Nieuwhof: You can throw whatever you want because we're going to go long into the night.

Clay Scroggins: Okay. This is something that just happened to us that I think is worth paying, we're trying to figure out.

Carey Nieuwhof: Yeah.

Clay Scroggins: So we've been trying a lot of digital groups lately.

Carey Nieuwhof: Oh, wow!

Clay Scroggins: So I could show you the map of the world of our last ... we ran a round of these at the beginning of the year. We had about 100 spots; they all filled up in about a week and-

Brad Lomenick: 100 spots in one group?

Clay Scroggins: 100 spots over about 10 groups. So people from all over the U.S. and from multiple places in the world. Super cool; that was very exciting.

Clay Scroggins: Then we launch our local long term groups. So it's a menu, you go to a website, you can look at see, "Do I want to be in Jim and Susan's group in Duluth?" You can click on their name and see a little bit more about them. It's a great platform. I love what our digital team has done.

Clay Scroggins: We launched out of that, all of those were physical groups, hundreds of them, there were two opportunities to get into digital long-term groups.

Clay Scroggins: Both groups filled up, and then we had a waiting list of 200 people.

Carey Nieuwhof: Wow!

Clay Scroggins: Half of those people are in our database, they're local, they're a part of our church.

Clay Scroggins: And of those, the majority of those had been in a group before. In other words, they looked at all their options: could I get in a physical group with this people in this part of town? These people on Monday night, which would work better for me?

Clay Scroggins: They said, "No, I want to be in a digital long-term group.

Carey Nieuwhof: Is this that last mile we were talking about an hour ago, do you think?

Clay Scroggins: I think it is; I think it's a convenient thing. I was telling somebody about it and they were like, "Well, gosh! You've got young kids. Would you really want to put the kids to bed and then get on some video spot and connect with some other people?"

Clay Scroggins: Well, of course we would!

Brad Lomenick: Right!

Clay Scroggins: That sounds way easier than having to get a baby sitter and leave. So that's been fascinating to me.

Clay Scroggins: I think it is where the merge of ... I think we always thought, "Well, all the digital stuff we're doing are for people that aren't in the Atlanta area."

Clay Scroggins: But it's been yet another example of no, this is not a do you live close to a church or not, this is what do you prefer. And convenience is trumping everything right now.

Carey Nieuwhof: That's fascinating. And back to that thing that you said earlier, Brad, the answer to digital or analogue is yes.

Brad Lomenick: Yeah.

Carey Nieuwhof: Right?

Brad Lomenick: Yeah.

Carey Nieuwhof: And it may mean that somebody is sitting there going, "I can't wait to get out of my house and actually connect with a real human being." And the person next door is like, "That's the last thing that I want to do."

Carey Nieuwhof: I don't know about you guys, but I'm on Zoom calls half my life most days.

Brad Lomenick: I think, too-

Carey Nieuwhof: So many of my meetings are virtual.

Brad Lomenick: Going back to the digital or in person and the physical or the online, some of that comes back to what are we calling people to?

Brad Lomenick: If I see, as a lay leader, which I am in a local church expression, my job is to serve. My job is to help produce and serve and create. My job is not to consume.

Brad Lomenick: If I see my job as a producer, creator, and a host and a servant, then I'm going to call myself to a higher level of participation.

Brad Lomenick: But if somebody said, "Well you have to choose one or the other." I would say, "Well, that doesn't make any sense we'd have to choose one or the other because my level of connection and contribution that I'm willing to make is all ... that trumps all the other conversations that we're having." So it's just that-

Clay Scroggins: But you're saying if somebody gets in a digital group, that's a lower level?

Brad Lomenick: No, I'm not saying that.

Clay Scroggins: Oh, okay.

Brad Lomenick: I'm saying that that might be the wrong question we're asking.

Clay Scroggins: Yeah, yeah. I see.

Brad Lomenick: Is that the best expression or the best reflection of your willingness to say I'm part of this house, I'm part of this local expression of a church?

Brad Lomenick: Because somebody who wants to get in the digital group is, they're giving [crosstalk 01:35:18]

Clay Scroggins: They might be fully engaged, right.

Brad Lomenick: They're serving, they're hosting, they're inviting people. And all the other measurements.

Brad Lomenick: But maybe they're just on this one thing there's a level of their life that they say, "That doesn't work right now."

Carey Nieuwhof: And ultimately, you ask a great question Brad, what are we in the business of?

Carey Nieuwhof: We're in the business of introducing people to Jesus and helping them get to know him in this life, leading them into a growing relationship. And that can happen online; that can happen in real life.

Carey Nieuwhof: I think the wise church leaders are the ones who are watching what's happening and not reaction to it, because you can be reactionary, but responding to it.

Carey Nieuwhof: If you're standing there saying as you said, "Hey, it's biblical to gather." Well, let's nuance that a little bit because it is-

Clay Scroggins: Let's redefine gathering.

Carey Nieuwhof: What is gathering? How are you going to be best led into that relationship with Christ?

Brad Lomenick: Hey Clay, you mentioned on your conversation with Carey last time that one of your student leaders, you were giving the example of them having a conversation on an app that the student minister used. What is that by the way? Is that a-

Clay Scroggins: Yeah. I think it was just GroupMe.

Brad Lomenick: Was it GroupMe?

Clay Scroggins: Yeah, yeah.

Brad Lomenick: Is there a lot of people that use that?

Carey Nieuwhof: Is that a thing?

Brad Lomenick: [crosstalk 01:36:31]

Clay Scroggins: I feel like the last three groups that I've been in, the group has reverted to using GroupMe.

Brad Lomenick: It's just GroupMe, it's an app that-

Clay Scroggins: Yeah, it's a texting app that is best designed for groups.

Clay Scroggins: So everybody in the group is right now ... here, I've got my ... I'm in multiple groups and I have multiple GroupMes. There's probably ... yeah, so just today there's seven or eight comments that people are making about the group.

Clay Scroggins: They're messing with each other, and some of them are reading the Bible together too, so there's some good stuff coming out.

Brad Lomenick: Hey, so and [crosstalk 01:37:12]

Brad Lomenick: When you said that about the digital response, I was thinking of in the last year what has been really impactful in my own life as it spiritually relates to spiritual growth.

Brad Lomenick: We had a challenge within our church to do SOAP, which we all know the ...

Clay Scroggins: Scripture, Observation, Application, Prayer.

Brad Lomenick: Yes. But we did it in groups of four, but it was all digital. It was all text.

Clay Scroggins: Yeah, try GroupMe.

Brad Lomenick: We didn't get together. We were interacting by text in a group text around passages of Scripture. It was really, really helpful and impactful.

Brad Lomenick: Now did that replace something-

Clay Scroggins: Physical community?

Brad Lomenick: No. But it sure-

Clay Scroggins: That enhanced it [crosstalk 01:37:59]

Carey Nieuwhof: Alright, final thoughts? Anything else you want to say?

Clay Scroggins: This will be really good.

Carey Nieuwhof: By the way, if you enjoyed this do not miss Rethink Leadership! Go to rethinkleadership.com, get your tickets today because I'm hoping this is some of the stuff you guys can talk about at your tables.

Carey Nieuwhof: So if you're a campus pastor or lead pastor, executive pastor, we'd love to have you in Atlanta May 1st-3rd. But final word?

Brad Lomenick: I'll give one. This is something I'm trying to do this year, is one, I want to be more grateful.

Brad Lomenick: So one of the things I said January 1st is I want to say thank you to people more, and I want to actually demonstrate gratitude.

Brad Lomenick: As leaders sometimes, we forget that when we were starting out or when we were on our way up we did a lot of that. Because many times we didn't realize it, it was actually part of our strategy to try to get noticed-

Carey Nieuwhof: To try to get ahead?

Brad Lomenick: Or to-

Clay Scroggins: Maybe he'll like me.

Brad Lomenick: ... get people to pay attention to me. One of the best things you can do as a leader once you're in charge or once you're the person that people are watching, is you can model that.

Brad Lomenick: So that will be an encouragement to leaders is find ways to show gratitude, to write notes, anything that allows for you to be an encouragement in people's lives.

Clay Scroggins: Mine is not insightful or interesting, but I would say my biggest learning right now is leadership is hard!

Carey Nieuwhof: Yeah.

Brad Lomenick: Yeah.

Clay Scroggins: If you are in the game, it is going to be tough. I would say the last six months for me have been ... they're more difficult leadership situations than I definitely wanted. I don't know.

Clay Scroggins: I would hate for anyone to listen to this and go, "Oh, well Carey and Brad and Clay are sitting around having green room type conversations."

Brad Lomenick: Yeah, so we don't-

Clay Scroggins: No.

Brad Lomenick: Yeah, we hardly have them figured out.

Clay Scroggins: And we are in the game with you. If you're struggling or feeling like it's tough, it just is.

Clay Scroggins: It's made me rely on Jesus more than ever before. Maybe that's God's point.

Carey Nieuwhof: Lightning round!

Clay Scroggins: Maybe that's what he's trying to do. Hardest part of leadership for you.

Carey Nieuwhof: Not a long answer, just a fast answer. I know mine.

Clay Scroggins: People!

Carey Nieuwhof: Ah, okay, that's mine, people. It's the people part.

Brad Lomenick: Yeah.

Clay Scroggins: Trying to do the right thing with people. How do you help people see things they can't see about themselves that you know if they say it, it would get better?

Carey Nieuwhof: 100%.

Clay Scroggins: I don't know how to do that other than enlightening grace of God.

Carey Nieuwhof: How about you, Brad? Hardest aspect of leadership for you, even to this stage.

Brad Lomenick: I would say it's still executing.

Carey Nieuwhof: The discipline of getting it done?

Brad Lomenick: The pursuit of the finish line. We've got a lot of good ideas, and we have a lot of things that we feel like are good concepts.

Brad Lomenick: But that's what differentiates, I think.

Carey Nieuwhof: Yeah. It's interesting, mine would be people, too. And it's not that sometimes you don't know the right decision, it just takes you forever to get there.

Carey Nieuwhof: I'm a lot better at it than I was, but ... and I've got really smart people around me who can help me and coach me and assist me.

Carey Nieuwhof: But man! If you want to see me get eaten up, give me a people issue. That does it. Because you really care and you're trying to balance the individual and you're trying to balance the mission, the organization, it's hard.

Brad Lomenick: That's why it's number four on Maxwell's levels!

Clay Scroggins: That's right! There it is.

Carey Nieuwhof: Yeah, that's not number one. Not number one. [crosstalk 01:41:25]

Brad Lomenick: ... number three, which was production execution.

Clay Scroggins: That's true. [crosstalk 01:41:31]

Clay Scroggins: Carey, thanks for letting us do this!

Carey Nieuwhof: Hey Clay, Brad, this is going to be great. We will reconvene in ... well, actually six, eight weeks, or whatever, Rethink Leadership.

Carey Nieuwhof: Hey, next week on the show because we're doing this whole thing live, we have Joel and Nina Schmidgall. Do you guys know them? You would know them.

Brad Lomenick: No.

Carey Nieuwhof: You don't? You've never met them?

Brad Lomenick: No.

Carey Nieuwhof: You got to get to know them! So Mark Batterson, it's his brother-in-law, his campus pastor, and his sister.

Brad Lomenick: Okay.

Carey Nieuwhof: How does this work? Yeah, it's his brother-in-law and his sister-in-law because Laura Batteron and Joel are brother and sister.

Brad Lomenick: By the way, Mark Batterson, one of the innovators of the Podcast. One of the original gangsters of the Podcast world.

Carey Nieuwhof: He was; he was. His blog man, I talked to him about this. It was like I was there back in the early 2000s on dial up.

Brad Lomenick: And was my first interview on the Catalyst Podcast.

Carey Nieuwhof: Was he really?

Brad Lomenick: Back in 2006, yes.

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Carey Nieuwhof: Oh, gee. [crosstalk 01:42:25]

Brad Lomenick: It was such a bad interview! I was the worst interviewer ever and he was the most gracious, you know how nice Mark is. He was the most gracious ... I hope it doesn't exist anyway, but I know it does. It was awful!

Carey Nieuwhof: I'm going to go all the way to 2006 on the Catalyst Podcast and try to pull that one out.

Carey Nieuwhof: Alright guys, that's it. Thanks so much for listening. We are back here next week.

Brad Lomenick: Should we sing him out, Clay? Should we sing out Carey's Podcast? [crosstalk 01:42:49]

Carey Nieuwhof: Tell people to subscribe. Tell people to subscribe, that's what you have to do, right?

Brad Lomenick: Everybody, go to iTunes, click on that subscribe button, rate and review.

Carey Nieuwhof: Rate and review.

Brad Lomenick: We'd like for you to rate and review.

Clay Scroggins: You know what?

Brad Lomenick: And we want you to share this with your friends?

Clay Scroggins: You know what? Don't do it. How about that? For all of you that [crosstalk 01:43:03]

Carey Nieuwhof: Reverse psychology.

Clay Scroggins: For all of you that-

Carey Nieuwhof: This is going to be accurate for 99.9% of the people who are listening to this.

Clay Scroggins: That's right. That's right. Don't do it!

Brad Lomenick: I believe I can fly!

Carey Nieuwhof: You're going to sing us out?

Brad Lomenick: (Singing).

Carey Nieuwhof: Well thanks so much for ... Clay's on the floor!

Carey Nieuwhof: Thanks so much for listening. I hope our time together today has helped you lead like never before.

Announcer: You've been listening to the Carey Nieuwhof Leadership Podcast. Join us next time for more insights on leadership, change, and personal growth to help you lead like never before!