

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 a special bonus episode of the podcast. My name is Carey Nieuwhof and I hope our time together today helps you lead like never before. Well, my guest today is Mike Todd once again. You're saying wait a minute, didn't we just hear him yesterday? Answer, correct. But Mike and I caught up and we bring you up to date on what's been happening since we first talked in February. So yesterday's episode we talked all about the remarkable story of Transformation Church. But Mike and I caught up for a shorter conversation and I said, what's been happening since COVID-19? What's happened since mid March? And man, this is as good or better than the first interview, as good as it was. So we were going to do it originally just to tag onto the first one. I thought nah, this deserves its own episode. So, welcome along. We are so glad to have you. If you're new to the podcast, hey, here's what we do. We just try to deconstruct leadership conversations. The kind of conversations you would want to have if you were meeting with these leaders live. And that's what I have the privilege of doing. I love to bring you these backstage conversations.

Carey Nieuwhof:

And today's episode is brought to you by Generis and by Pro Media Fire. So glad to have Mike back on. Mike is the lead pastor of Transformation Church in Tulsa, Oklahoma and he has spoken at so many different conferences around the world and had a meteoric rise as a lead pastor of that church. What you're going to hear in this episode is that they have actually grown 10X since the whole corona crisis started. And yeah, they actually had online metrics before that. So this is not like in person to online attendance. No. Their online attendance has 10X'd. And giving has gone way up. I ask Mike why. And I think if you really listen carefully, what you're going to hear, for those of you who are church leaders or frankly for those of you who run any kind of organization is you're going to hear the future. I was joking with Mike that I wanted to call this episode, The Future Called, His Name is Mike Todd. I would really, really be paying attention to what's happening in Mike's leadership. The way he leads. I think there are few who are doing it better these days and if you want to look at where the church will be in five years, I think this interview is a good little snapshot of what's ahead for all of us.

Carey Nieuwhof:

Hey did you guys know a recent Barna poll found that 59% of churches are growing since COVID-19? One company who's been helping churches grow during the crisis is Pro Media Fire. They immediately launched the Great News social media campaign, helping churches share hope around the world for free. And at the same time, they jumped into action with every single client they had for digital coaching and to help maximize this moment to reach people online. So now, what they're doing is opening the doors of their Church Growth program, which combines Pro Media Fire and Pro Web Fire plans and they're offering 40% off for a limited time. So if you realize that digital has a future, which it might strongly, the church growth program includes a dedicated digital coach, a creative team, a web team, and a social media team for less than the cost of a staff hire. Program is limited. Only a few churches get in so don't miss out. Go to [ProMediaFire.com/ChurchGrowth](https://ProMediaFire.com/ChurchGrowth) to apply and book a digital strategy session with the Pro Media Fire team and get 40% off for a limited time. You can go to [ProMediaFire.com/ChurchGrowth](https://ProMediaFire.com/ChurchGrowth) for that.

Carey Nieuwhof:

And you probably also noticed, you're like okay, giving is not where it was or frankly, to be really honest with you, a lot of churches are actually doing just fine. And I had a conversation recently with Jim Sheppard from Generis and one of the things that really hit me is he said, "You know, not every church has been flattened by this." And in fact, that always happens in crisis. There are some organizations that advance, some that stay frozen, and some that decline. And Jim's got some really interesting thoughts. He's also got a brand new resource that they would love to give you for free. It's a free video called Fund The Vision. And Jim Sheppard gives you some incredible insights on how to build a thriving culture of generosity that lasts. So you can go to [Generis.com/Carey](https://Generis.com/Carey). That's [Generis.com/Carey](https://Generis.com/Carey) to learn more. They have been helping churches thrive in generosity for over 30 years and they're seeing remarkable results. So whether your giving is growing, whether it's flatlined or whether it's behind, head on over to [Generis.com/Carey](https://Generis.com/Carey). Get the free funding video now and get your church back on track, making advances financially. The crisis doesn't have to flatten you, it doesn't have to flatten you. And Generis can help.

Carey Nieuwhof:

Hey, just want to say thanks. We've had over 8,000 leaders sign up for my crisis leadership course. If you've missed out, text the word CRISIS to 33777 or go to [HowToLeadThroughCrisis.com](https://HowToLeadThroughCrisis.com) where you can jump in today. And in the meantime, this conversation is a little reflective and goes deeper than the one Mike and I had at lunch the day I was in Tulsa, and I'm so glad to be able to bring it to you. So here we go, my second conversation in two days with Mike Todd from Transformation Church in Tulsa, Oklahoma.

Carey Nieuwhof:

Mike, welcome back. Last time we met dude, it was a whole other world. Didn't we live on another planet?

Mike Todd:

It was an entirely different world without who I like to affectionately call, Auntie Rona. She is a bothersome woman that has come into all of our lives and made us stay at home and sit down somewhere.

Carey Nieuwhof:

That's right. When you and I met, you were such a gracious host. We had an incredible interview which our listeners have heard, but then you and I went upstairs to your office, had Chick-fil-A and just shot the breeze for an hour. It was incredible. And that's when I thought, "Gosh, I should have had the camera and the mic rolling," because you were just dropping so much gold. And here we are in the middle with Aunt Rona visiting us and we're all in lockdown or by the time this goes live, progressive opening, whatever that means. But it's a crazy future nobody signed up for. And you were killing digital church long before the rest of the planet got on the back.

Mike Todd:

I won't take that accolade, but we were just trying to be faithful with what we had been given. A lot of our story has to do with social media, online, YouTube and so anywhere that I believe God blesses or gives you stewardship responsibility, you got to kind of work it there. So we were just trying to work it where we were at and nobody knew we were all going to be here like this.

Carey Nieuwhof:

So for those of you who may have missed the earlier part of the interview where we told that story, it is there. So you can get the whole deal and what a surprise it was. A church of 200 to 4,000 in no time. And then all these people, I think you said a quarter million would show up online. But that was all pre corona.

Mike Todd:

Yeah.

Carey Nieuwhof:

What were your big lessons looking back on it? The whole world just got split in two, right?

Mike Todd:

Yeah.

Carey Nieuwhof:

So, looking up until the middle of March, what would you say okay, Carey, here are my top two or three insights online?

Mike Todd:

Online? The number one insight that I have is it doesn't have to blow up today. If you're consistent and faithful, it can have the same impact as if you did it that moment, two years from now. And I think that's the one thing that we learned with relationship goals, it was being faithful that made us fruitful. And I think that a lot of people are looking for how many clicks they get this week and how many people viewed or how much engagement is happening right now, but especially with YouTube and content that you're putting up from podcasts and all those different things, the beautiful thing about technology is if somebody finds you, they then find everything that comes with you. And a lot of times we discount the consistency and the faithfulness of a thing because we're not seeing the explosion or the conversions or all of those different things.

Mike Todd:

And I'm telling you, if Relationship Goals would have been the first thing that we had put out and it blown up, it would have gone like this and shot right back down. But it was because there was two years' worth of content that had less than 150 views on them and most of them were my mother and her friends. If that wouldn't have happened, people wouldn't have gotten stuck in our ecosystem to be able to find more content and to be able to help them in their lives and give them faith and give them hope and all that other stuff. And so my first insight about digital and doing anything in this is you're not really working for today, you're working for tomorrow. And if people could grasp that, they wouldn't be so frustrated about what it's doing at this moment and kind of discouraged because tons of times we've put things up and nothing happened in that moment. But then the right scenario, the right situation, the right person posting it or looking at it or getting touched by it, it creates a whole new life for it at any moment. And so that would be the first insight, Carey.

Carey Nieuwhof:

Do you have any others? Yeah. I'd love to unpack it. I've got sub questions already dude.

Mike Todd:

Okay. The second insight that I would say about doing digital and all that other stuff is honestly you have nothing to lose. This is for the most part outside of the technology that you need to do it ... But if you have a cellphone, it's free. And a lot of times I think people are contemplating so much. What they put and when they put and how they put. They're trying to be so calculated with their content and expression that they don't get the feedback. The one thing about social media and Instagram and YouTube and Facebook, you get instant feedback. Whether it's one person or one million people. And a lot of people are holding back what they have because they want it to be perfect but they're the only one who is perceiving it. And so a lot of the things that I've learned is from the end user. Like a lot of the things that I've learned is like wow, people are really being touched and blessed by how authentic and raw that video was that I made in my closet as opposed to the one that I had all the lights and the \$10,000 cameras and the ... You know what I'm ...

Carey Nieuwhof:

Mm-hmm (affirmative).

Mike Todd:

And so I just think that, listen, if it's bad you can take it down. If you said something wrong or that's ... Take it down. Monitor it. But I think a lot of people are playing it so safe at this moment and they're walking in, I dare say, pride. Because they're trying to keep this certain image and certain ... But the playing field is even now. I don't care if you have a budget of \$50 million or you have a \$5 budget, as long as there's a cellphone and a window around, everybody has an even playing field as far as the content that they can produce. Saturday Night Live is happening from people's phones and over Zoom and Skype. Good News is happening ... And so I just think people have to let that pride die and have some humility to be like, "Ugh, I missed that and ah, I could have done that better, or the word was wrong on the caption but I put it out." And then the people that are watching will help you shape content that really informs and impacts their life.

Carey Nieuwhof:

Those are great insights. And you raise a really important thing, which is in the church, we have this habit of going to next Sunday, next Sunday, next Sunday. And you're in the next Sunday circuit just like everybody is, right?

Mike Todd:

Everybody is, yep.

Carey Nieuwhof:

Sunday's coming with amazing rapidity. However, what you said in your first insight, can you talk a little bit more about the difference between what we might call On Demand, Netflix style content versus here comes this Sunday and who's watching live? Because a lot of the attention right now is on live, but there's something about the archive, isn't there?

Mike Todd:

Oh man. Before corona happened, I would say that the amount of people that watched me live was 15% of our totally weekly viewing audience. So I would preach to about 4,000 people in the room and

probably about 15 to 20,000 online live. And then throughout the week, 250,000 people would watch that same message. And then the week after that, another 10,000 people. And the week after that, another 10,000 watching the same message. Not like a different message, but the same message. And so you go back and today there's a half a million people that watched the series that I did in January. But new people are finding it. It's speaking to their everyday life right now. It may be where they're at in their business, their family and their situation. And because ... What a time to be alive. As a pastor, as a believer. That your words can stretch longer. This is the health of your soul. That you don't pour out for three days trying to get a message and then the 40 people who decided to come to church that day are the only people that hear it. But that it can be viewed and heard and as real as it was in the room for somebody in their bedroom or on their jog.

Mike Todd:

And I really think that that's how I think now. And I've been there for the past, probably year and a half. But our team knows like ... And some people will take this the wrong way. I am a pastor at heart. I care about the sheep that God has given me and our job is to represent God to the lost and found for one reason. And this is the big reason. Transformation in Christ for us. And so I know the more people that hear the message, the more chances they have to be transformed in Christ. I have sacrificed the pat on the back of butts in seats. Like aw yeah, we killed it. We was jammed packed and da da da da. For the more illusive win, but the eternal win of transformation in Christ. And so one of the things that I've told our team is that, on Sunday mornings, this is a big production studio. We are trying to gather the best experience in the room with these people so that we can export this to the entire world for the rest of our lives. And when you think like that, it changes what graphics you may put up. It changes the language you may say when you're talking.

Mike Todd:

That's why one of the things that we do if you ever watch Transformation Church, I don't say, "Hey, I'm grateful for all the people who are in the building and then all of y'all who are out there." I call everybody transformation nation. And what that does is that gives people ... Like oh, he's talking to us. Language that makes people feel included.

Carey Nieuwhof:

What you're saying is, really we got to think Netflix and you think about The Office.

Mike Todd:

Yeah.

Carey Nieuwhof:

I think The Office now has the most streams and everybody in the middle of this crisis is watching The Office, myself included.

Mike Todd:

They miss the office. They want to go back to work and they miss the office.

Carey Nieuwhof:

At least Michael Scott, right? The whole idea is that show went out of production seven years ago and it's the most watched thing today.

Mike Todd:

Wow. And I just think that if ... Especially for pastors or leaders or any content creators, if you really believe in the content that you're talking about, if you really have a great story to tell, and I just happen to believe we have the greatest story in the world to tell, why wouldn't you put it in a place in a venue where it could live on and on and on and on? And for me, I just think that the stewardship of my family, my time, as well as the word that I've been given to share, it only makes sense to start thinking in that way.

Carey Nieuwhof:

So what's happened since Coronavirus, the great disruption, everybody's world got turned upside down. So did yours. What's happened to online traction since you've had no in person?

Mike Todd:

Man, it is almost the scariest thing in the world. I don't know if when they let us back in, I'm going to go back to having in building meetings. We have 10X'd everything.

Carey Nieuwhof:

And you had online metrics ahead of time.

Mike Todd:

Oh definitely.

Carey Nieuwhof:

I think one of the things everybody's struggling with who just kind of got online is they're like I don't know. Is this real or what was it? But you have AB comparisons of pre corona versus during corona.

Mike Todd:

Oh definitely. And we have seen online engagement. This is the metric that's going to matter to most pastors. Our giving has doubled. I mean 100% more. And I say that to say that it's real to the people. If you could get over you and get over how it feels to you ... I am preaching in an arena that seats 4,500 people with less than 10 people in it every week. But it is real to the end user. And so if I get out of how it makes me feel and nobody's hollering back at me or nobody's clapping in that moment and I tailor and I move my execution to another level of effectiveness, what ends up happening is, the people are still getting touched, they're getting help, they're getting healed. They're finding all of the answers that they're looking for in a live experience. And there is no way Carey that we could have fit the amount of people that we reached last week into our building if we had 20 services.

Carey Nieuwhof:

That's insane. So your giving has doubled. And just take people ... I don't know whether this was in the interview because it's in production right now or whether that was at lunch. But to the extent that you're comfortable, you had a budget much larger already than a church of 4,000 in person attenders would have normally produced, correct?

Mike Todd:

I'm not sure. I haven't seen a whole bunch of people. You would be more apt on that than me. But I did know it was abnormal. And one of the things for our organization ... And we post this stuff online. And so I'll give ... I'm hot. I live humble, open, and transparent. Because that's the type of leader that I believe that people follow and that's the type of help that you can get. So I'll give real numbers here. On the Carey Nieuwhof podcast, I'm a give real numbers.

Carey Nieuwhof:

All right Mike.

Mike Todd:

When I started pastoring the church in 2015, \$1.6 million came in. That was everything that came in. That's all salaries, insurance, every event we're doing, everything. 2016, the word was beyond. And so I started with that 350 people and we just started teaching them on giving, teaching them on using their hands to show their heart. And I'm a 28 year old pastor at the time just trying to beg people to stay. But we had faith to believe and that year we gained \$400,000 in the budget. No, no, excuse me. 1.2 when I came in, 1.6, 2016, okay. 2017, everything blows up at the end of 2017 online.

Carey Nieuwhof:

That was a magic tweet that changed everything.

Mike Todd:

Yeah. Two million people watched it and then we had content there already so people were able to start devouring the content. And honestly, what people don't understand, they were able to try us out before they participated with us. They got to feel the heart and the ideas and the vision behind it. And so they were like okay, I don't have to take this long bold step and be a part, I can do this from the privacy of my home. So in that year when we get to 2017 and then we go into 2018, it jumps from 1.6 to 7.2. And the reason I tell people this, is because my in person attendance grew to about 1,500 people. 1,500 to 2,000.

Carey Nieuwhof:

And 1,500 people generally do not generate a seven point whatever million dollar budget.

Mike Todd:

No.

Carey Nieuwhof:

No.

Mike Todd:

So it was 1,500 to 2,000 people. And now, let's go 2018 to 2019, okay. So 2018, we're \$7.2 million. I've lost my mind as far as like, how in the world did this happen? But it was all online that was giving and participating. And then 2019, we gained 2,500 members in the church. So we go from 2,000 ... And I'm saying consistent. I mean the number is higher than that, but I always like to be super conservative when it comes to numbers of people because it just gets weird. And I know people that say that got

50,000 people in they church and then it's like 200 people there on Sunday. It's just, I don't like that. So 4,000, 4,500 at the most consistently coming. The budget goes from 7.2 to 22.5.

Mike Todd:

So there's no logical explanation for what is happening. Except people who cannot get to this location ... And that's the other thing people got to understand, is a lot of times people think like, well I don't want to put it online because I don't want the people to vote whether to come or not to come to the actual physical location. Like yo, no, that's not the right thought. There are people in a state away from you or a city away from you that it's just too much for them to actually come to your location or come to your event. But they would pay, be a part, serve, tell people about it if you would make it available. That's kind of the approach that we went. We wanted to make it available for as many people as wanted to be a part. And when we added value to their lives and added value to their families and added values to their leadership journey, they also added value to our organization by telling people about it, by sharing it with their friends, by posting it on social media and then all the way to giving to it. And so nobody will ever be able to convince me that online is a byproduct or a side piece. We have seen more transformations, more salvations, more people getting baptized by what is happening through a screen.

Carey Nieuwhof:

That's fascinating. Because you and I ... I'll come back to giving in a moment. But I want to drill down beyond the finances. And you and I were texting last week and I was asking you how you measure metrics. And you said something to the effect of yeah, I'm not paying attention to all the big numbers. You're focusing on a few key engagement measures. Can you talk about that for a moment? What's got your attention as to hey, are we making progress or not? Because that's a big debate right now.

Mike Todd:

I think one of the things that the church especially has been locked to is number of people in attendance and membership. And I think both of those numbers are antiquated numbers honestly. I think some of the polls ... You would probably know them better than I do. That say that basically every six weeks you can tell who's a part of your church because they come once every six weeks and that's counted as a faithful church attender. Well, that means my numbers are super inflated and probably not very accurate to make decisions off of if I'm seeing my church every six weeks. So, membership and butts in seats, that's not a very accurate number. The other one being attendance and people in here.

Mike Todd:

Well, we don't have any buildings to count people in at this current moment. And so, I'm not saying that they're horrible numbers, but I am saying that they're not the most telling. I think for me, we've changed the word membership to partnership. Let's just honestly talk about it. How many people have memberships to gyms and don't go to them? How many people have memberships to subscriptions that they don't use? Like a membership number is not the end goal for us. We want partnership. We want you to engage. So I look at engagement numbers like, if people are giving, if people are commenting on what we are talking about, if they're actually engaging with the content that we put out.

Mike Todd:

So a YouTube number for me is much more reliable than somebody saying yeah, I went to your church once last month. Well, I don't know when you came and all that, but I do know if somebody viewed on that day and it took the viewer count up. And so I just think that those for us have been more guiding



metrics to what we are doing and how we are seeing effectiveness and then what we need to do to continue to be intentional and get better and keep working on it.

Carey Nieuwhof:

How do you turn viewers into engagers? With the view of engagement being that someone makes a faith decision, somebody says, I'm going to partner with you, somebody invites their friend, somebody gets serious about following Jesus. What do you do to get ... Because that's a big criticism right? It's like you got a million ... I don't know. What? But are they actually disciples? But you've seen a lot of fruit in that area.

Mike Todd:

Oh huge. And I think that attitude is ... That attitude that people have is one of pessimism. Honestly, I think that anything you bring the right attitude to, will work better for you. And so I would just encourage anybody who has that attitude. Honestly, because some people would have not made this jump unless the world and God and everybody else allowed us to be in this position right now. But now that we're in here, my thing is, man, bring the best attitude to it. Okay, we got 400 people who viewed. How do we take a percentage of those and get them to engage? How do we get them to partner? And think you'll find a lot more solutions in there. The things that we do, number one, we believe in today's age, authenticity is the highest form of exchange. It's more valuable than money. Authenticity. And people don't think that. Because the church has been so buttoned up for years that we want to present a level of excellence that everybody knows is not real. Everybody knows it. Everybody knows it but we still try to somehow keep to this. And I think that our biggest way to convert people from watchers or viewers to people who partner is authenticity.

Mike Todd:

And I know it may seem disconnected, but anything you believe in for real, you actually figure out how to get closer to. Anything that people know that they really believe in ... You can literally talk to somebody who you don't like what they like, but because they're so passionate about what they like, it makes you be like, well maybe I should give that a try. And I think that authenticity ... I would love for pastors to just say, "Hey guys, we are in a season we've never been in before. This is our fifth week streaming. And honestly, the giving has been down because I know people are struggling. I think that one of the things I would ask you to pray about, is helping us be a life giving source to you, your family and everybody else. If there's anything that you could do, pray about giving as we're in this time. We would be so grateful for that." Well, that bit of authenticity that says, we don't have it all together, would make ... Not everybody, but a few people that could would be like hey, I felt that. I own a business, I've led something before. And I think that is a way that you got to turn it in. I'll give you one more Carey because I can keep going bro, this is fun for me.

Carey Nieuwhof:

I know. I could keep going all day and you squeezed us in which is so awesome.

Mike Todd:

Man, I love you man. You're a great interviewer.

Carey Nieuwhof:

Likewise.

Mike Todd:

So I love this.

Carey Nieuwhof:

Dude, we could go all day.

Mike Todd:

So we're going have to do a part three.

Carey Nieuwhof:

Yeah, we're going to do a part three. Okay, I'm down for that.

Mike Todd:

So one more thing to convert them is you got to let people see themselves on your platform. A lot of people don't understand that we're in the greatest marketing era of the world. And you don't have to even be the one to make the content. If you create an ecosystem where people can post and create content and you will basically pay them by shouting them out and reposting their content and it becomes a thing, you literally get to choose from a bunch of marketers and what they put up, and you get to brand your experience or organization or message through other people's lenses and there is still no better marketing than word of mouth. Like when you hear it from somebody who experienced it, that's when people are like, I feel kind of like she felt or I feel kind of like he felt, maybe I should check this out. And so that's why on Instagram I repost all kinds of stuff. But what people don't understand is I repost what people are posting. I don't have my team making up all of these things to post about us because that would be the wrong image that we're trying to produce. We're trying to say hey, other people just like you have experienced this and are being helped by it. Maybe you would too.

Mike Todd:

And I'm telling you, it is the strongest marketing tool to take people from just viewing it to engaging in it and partnering with it. And it has worked very well for the message we're trying to get out to the world.

Carey Nieuwhof:

Wow. This could be a much longer interview and I so appreciate it. We worked hard to get this half hour with you. What I'd love to ask is, just on a really practical level. I mean you've got over a million Instagram followers and you have just ...What would the number be now if it was quarter million before? Checking you out. It's like in the millions at this point.

Mike Todd:

It's crazy.

Carey Nieuwhof:

Since the Coronavirus.

Mike Todd:

Since the Coronavirus.

Carey Nieuwhof:

So Mike Todd doesn't sit on his phone all day liking and commenting back. And I'm thinking about smaller church pastors who might be getting overwhelmed. Do you have a team engaging, teams of volunteers, people who are helping with that? What does that look practically-

Mike Todd:

So let me be very practical right now. I still do probably 60% of my social media. And the reason for that is because it is ministry. And most people don't see it like this. Most people do not see the engagement with real people. And if I think I'm right, I think pastors are supposed to be with the sheep. And I just want to say this ... And this is a new paradigm so I'm not coming at anybody but I'm just trying to challenge the way you think. Where are your sheep? Your sheep are on social media. Your sheep are watching these different platforms and getting all of this stuff. And so what I'm trying to do is engage with my sheep on a level. A lot of times, not just one on one, but on a level that they can be able to feel me, experience me. I post stuff about me and my wife, my kids. And again, this is all about your comfort level because a lot of people have different rules on this. I have people that I have never met that come up to me and they know me Carey. I don't know them, but they know me. And that's how I'm able to pastor a megachurch. Is because I'll send a video to all of our partners or I'll get on Instagram stories and tell people, hey, I've been doing this thing and this is crazy.

Mike Todd:

And if I tell you the positive ramifications from this, it's going be crazy. I got a different cell phone and before corona happened ... It just so happens that it works into this. And I got that number and I gave out my cell phone number. And I gave out my cell phone number and I hooked it up to this automation system that could be able to gather the contacts of the people once they give us their information and I can talk to them and all that other stuff. And so I've been going on Instagram live at like 10:00 at night, 11:00. Because I know people are just up. And I'm just like, "Hey, I miss you guys. I want to pray for you. I want to call you right now. I want to check on you, make sure you're doing good during corona. If you want me to text you, here's my number, 918-201-1337." And I'll give it out to everybody and say text me, I'm up. And thousands of people will text me. And I'll call six of them. And I'll call them on my phone. "Hey, how have you been holding up? What have you been doing that's fun? Is there anything I could be praying for you for?" I mean from tears flowing to people who have lost their job and all that, and I pray for them. And on Instagram live I pray for anybody else who's feeling the same way.

Mike Todd:

Carey, if I can tell you that right now I have over 30,000 direct contact cell phone numbers that people have given me their information because this is the way they want to connect. Now 30,000 people told me, I like connecting with you like this. So if I throw it away like it's nothing and I don't value this moment to be able to touch the people that can't go anywhere right now, I feel like we're missing a huge opportunity. So again, I haven't answered your question, but I will now.

Carey Nieuwhof:

No you've answered it beautifully. But keep going.

Mike Todd:

I just think that as pastors, I'm not saying to spend all your time on this because I have to still prepare messages. I'm the CEO of a company. I have to do one on ones and I got date night every Tuesday and I

have three little kids that do not care about anything that I do outside of that house. But what I would say is I think that every pastor should just give a little more time to being intentional and figuring out how to connect with their people and deliver the good news that we have to deliver to your people through social media. And I think that ... Now I've hired a guy that helps me find content and do different things like that. But it's usually them taking the message that I've already made and cutting it up in one to two minute situations. But it's only til like six months ago that I had that. Every clip before that, I was putting up on iMovie by myself.

Carey Nieuwhof:

Dude, that's unbelievable.

Mike Todd:

But I believed in it. And that's the key. Do you believe in what you're doing enough to help it live beyond a Sunday?

Carey Nieuwhof:

Mike, anything else? Dude, I mean I'm like, I don't even ... I've got a million things and we will do a part three. Do you have a-

Mike Todd:

We got to.

Carey Nieuwhof:

Yeah. Do you have a final word?

Mike Todd:

Hey, my encouragement to everybody is that God saw us here and God didn't want us to go around this, he wants us to go through it. So my encouragement to you is not to shy away from what's uncomfortable. Remember, growth and comfort are arch enemies. They never can coexist in the same place. So some of you may be a little older and be like, that's the young people stuff. Well, God's making it your stuff now. And some young people are just wanting to make TikToks for their youth group but God's asking you to give them some more mature content. So you're going to have to study. I'm just saying that in this season none of us are comfortable but that means we're all growing. So I would just encourage people, let's not go around it, let's go through it.

Carey Nieuwhof:

Well Mike, thanks again. Congratulations on the book, Relationship Goals is out now.

Mike Todd:

Everywhere.

Carey Nieuwhof:

And we are anticipating great things for that like we were saying before we started recording. I think people maybe have a few relationship issues right now potentially. Potentially.

Mike Todd:

There may be a few happening and we just want to help people win in relationships. So we would love for you to get that book and stay tuned to everything that's happening with Relationship Goals.

Carey Nieuwhof:

Mike so much respect. Thank you so much for spending extra time with us in an insane time. So appreciate you.

Mike Todd:

I love you Carey, man. Thank you man.

Carey Nieuwhof:

Love you too Mike. Thank you.

Mike Todd:

All right, God bless.

Carey Nieuwhof:

Well, I'll be you'll loved that. We do have show notes and you'll want to drill down on some of that. You may even want to look at the transcript. That's all there for you free. Go to [CareyNieuwhof.com](http://CareyNieuwhof.com). You will see it there on the blog section and you can get everything for free. We also threw this one up on YouTube. It's fun to look at. And so is the other one from yesterday with Mike Todd. And we're doing three podcasts in a row. Are you ready for that? We got another one on crisis leadership. This one I love. It's with a guy named Steve Cuss who I met through a mutual friend and he is a trained psychologist and shocked me. You'll hear this in tomorrow's episode. About how anxiety actually manifests itself in leaders, including in my life. He helps leaders manage their anxiety and there's a lot of anxiety as all the uncertainty ahead looms. Here's an excerpt from tomorrow's episode.

Steve Cuss:

So I think what's going on in COVID is there's tremendous anxiety because no one knows what to do. There's very few people in the world that actually know what's going on.

Carey Nieuwhof:

So true.

Steve Cuss:

And so we're anxious in ambiguity. Ambiguity is always a source of anxiety and for most type A leaders, not knowing what to do particularly if people are asking you to do something, you're going to be more anxious. Second thing Carey is, obviously I wrote about yours and theirs in the book. Anxiety is always contagious in any group. And the most anxious person in the room has the most power. You just think about-

Carey Nieuwhof:

Oh wow.

Steve Cuss:

Yeah. Whatever staff meeting you're in, you already know who the most anxious person in the room is. Not only that, everyone in the room knows who the most anxious person is.

Carey Nieuwhof:

So that's next on the podcast. You guys get that absolutely free if you subscribe. And thank you to ... We have a growing audience in this season. If you're new, welcome. Please do subscribe. We love to take care of you. And I'm going to talk a little bit more about what Mike Todd talked about in terms of engagement in the What I'm Thinking About segment. Also want to let you know about the guests that we have coming up, Sean Morgan, Tim Keller, Annie F. Downs. Just did a killer interview with her recently. We'll bring that to you next month. Ian Morgan Cron, Scott Harrison from Charity:Water. He and I were talking recently. He's going to be back on. He's got an important message he wants to share. ABC News' Paula Faris, Nir Eyal and a lot of the other episodes that we're going to bring you. They're still coming up. It's just we're talking crisis right now like everybody is. Trying to get you through this and us through this together.

Carey Nieuwhof:

So What I'm Thinking About. I am thinking about engagement and what I'm thinking about is brought to you by our partners. If you are really challenged by why Mike's giving is so high and perhaps yours isn't keeping pace, Generis can help you. Make sure you check out [Generis.com/Carey](https://Generis.com/Carey) and get the very latest video that they've got available to help you through this crisis with their principle. That's [Generis.com/Carey](https://Generis.com/Carey). And their Fund the Vision video will really, really help you sort of discover some of the things that maybe Mike has discovered along the way as well. And don't forget what's happening at Pro Media Fire. They have a very special offer right now. If you're looking to expand your online ministry and who isn't? There are a limited number of packages available for their very special Pro Media Fire team offer. You can go to [ProMediaFire.com/ChurchGrowth](https://ProMediaFire.com/ChurchGrowth) and get a whole team working on your behalf. That's [ProMediaFire.com/ChurchGrowth](https://ProMediaFire.com/ChurchGrowth).

Carey Nieuwhof:

So here's What I'm Thinking About. I'm thinking about how to get more engagement. And I want to drill down a little bit on what Mike Todd had to say. And I hope you didn't miss it. But he said, a small percentage of his audience actually hears him live on Sunday morning. So even if he got 4,000 people in the room that day, which he would, back when they're open again or when they open again. Or who knows if they'll open again. If you've got that many people in the room maybe you've got a couple thousand people or in his case, 10,000 people watching online. All of the future views happen on demand. And this is what church leaders have never really figured out. I was on a call with a church leader earlier today who had a couple hundred people show up to his live event. But I'm like, you know, that could become 10,000 people if you play it right. What if you started cutting up your video into small digestible chunks and sharing it on YouTube, sharing it on social? A lot more sharing happens that way than even live and in the moment. But in many ways, pastors and church leaders and even content creators, we continue to behave like cable TV did in the '90s.

Carey Nieuwhof:

If you miss Seinfeld at 9:00, well, you got to wait til the summer to catch the episode. Or you forget it even aired. And we live in a Netflix, Disney+ world. And so much more of your engagement is going to come from on demand rather than live. So what are you going to do about that? That's a really

challenging question. And what I know, even in the blog I write or frankly on this podcast is that today there will probably be 20,000 people who access the podcast but only a fraction of that is on today's live episode. So we usually will get somewhere between 15 and low 20, 22,000 views on a launch day or listens on a launch day. But a fraction of that. Maybe 30, 40, at the most 50% is from the current episode. The rest is from the back catalog. And frankly in podcast world, you don't care what day something was released. You really don't care. You just want really good content. And you may scroll back. I get messages all the time from people who are like, "Just discovered your podcast. Went back, listened from episode one all the way through."

Carey Nieuwhof:

Like wow, good for you. You know there's like 340 of them or whatever right? And that's what people do. And why would your church, why would your organization be any different? So that's a way to get engagement is to recycle and reuse your content. And you really want to track engagement. So I would say, even more than the number of views, pay attention to the comments. Pay attention to social media. Pay attention in a church world for decisions. Anybody makes a spiritual decision, baptisms, people joining groups, volunteers. Anytime someone likes something, comments, follows you, shares, subscribes, decisions. That's engagement. That's way more valuable than just the number of three second views you got on Facebook. And Mike has figured out in a really powerful way how to drive engagement. And I really believe engagement is the new church attendance. Reach is about breadth, but engagement is about impact. And what you want is impact.

Carey Nieuwhof:

And I think if you're going to obsess over online attendance ... You know, numbers of views and that kind of thing. You're going to be left with declining attendance because you failed to turn attendance into engagement. So, those are some thoughts along the way. I hope they help you. We will continue to talk about getting through this crisis together. If you haven't yet taken my free crisis course, we got some new resources we're working on, but the free ones are still up there. So you can go to [HowToLeadThroughCrisis.com](http://HowToLeadThroughCrisis.com) or text the word CRISIS to 33777. Thanks so much for listening. We are back again tomorrow with a fresh episode. Steve Cuss talking about leadership anxiety. Yeah, there's a little bit of that going on. I think you're going to love it and 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.