

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 episode 370 of the podcast. My name is Carey Nieuwhof, and I hope our time together today helps you lead like never before. So excited to have Brad Lomenick back on the podcast today. We're going to talk about curation, content, so much more. And this episode is brought to you by ServeHQ. You can check out, ServeHQ's online software subscription tools for churches at servehq.church, and get a free no obligation 14 day trial account. And by LiveControl, a brand new partner. You can go to livecontrol.io/carey. That's livecontrol.io/carey. Sign up for a free demo today for remote video services for your church. If you don't have the technology solution, they do, and they can run it remotely. Anyway, hey, I am so glad to welcome so many of you to the podcast, just thrilled to have you and we're growing.

Carey Nieuwhof:

And I just want to say, thank you, thank you for sharing, thank you for telling your friends about it. I was looking at some of the ratings and reviews. One of them on iTunes that came in recently said, "I've only listened to about six interviews, but every time I'm left saying, 'wow,' followed by an almost immediate forward to friends and family. I love this podcast. And as someone who's intentional about growth in every area, I find these interviews and conversations fascinating." That is from someone who calls himself, household manager, Adam Weber, who's been a guest on this podcast, which is so cool. Thank you for your five-star review.

Carey Nieuwhof:

"Few people I consistently look to for leadership. One of the best resources out there." Robbie1665 says, "A must have podcast if you're a leader in the church or business world, this is a must have." N2D2, I guess that's R2D2's cousin says, "I can't put this down. This is the podcast I always go back to." Just want to say thank you. Thank you so much, you guys. We read them all, and I'm just so grateful for you. It's a partnership, and we get to do this together, and it is a real joy to do it with you.

Carey Nieuwhof:

So today on the podcast, I've got Brad Lomenick. Brad is probably best known for being the former director of Catalyst, a movement for leaders who love the church. But since he left in 2014, he has done a number of things, working as an advisor and consultant to many businesses, not-for-profits and churches. He has two books, The Catalyst Leader, and his second H3 Leadership, which is a perpetual bestseller, is something that he is now morphing into a podcast.

Carey Nieuwhof:

So yeah, he is a podcaster. And we're going to talk all about the launch of his new podcast called H3 Leadership. And it's part of something new that I'm starting called the Thrivacity Network. So it's a podcast network. This podcast is part of the Thrivacity Network. What is Thrivacity? it's the combination of thriving and electricity. We want to spark growth. And so Brad's going to be the first podcast that we're sharing on that network. And we're going to talk all about that, but I'll tell you, if you've ever

struggled with coming up with content, you want to listen to today's episode. Brad has some fascinating ideas and talks a lot about influence as well.

Carey Nieuwhof:

So our partner at ServeHQ offers two online subscription software tools for churches, TrainedUp and HuddleUp. And these are tools that are used to equip, engage your church no matter where they are. With the ability to send highly engaging mass video text messages and video emails, your church will always be in the loop and can figure out what's going on.

Carey Nieuwhof:

They've got safe chat embedded in that as well. And they've launched a brand new feature called Followups. That's included with all the accounts, both in TrainedUp and HuddleUp. The feature can automate messages, training, and follow up task assignment for every followup workflow in your church. So it's super simple and you can send drip emails or text messages. It's kind of an all-in-one solution. And if you want to learn more, check out ServeHQ at servehq.church. You will get a free, no obligation, 14 day trial account. Now I talked to a lot of church leaders and I hear this every single week. It's like, "Hey, we are a small church. We do not have a tech department. We know that online is the future," which by the way, I'm going to be talking about in the What I'm Thinking About segment, some of the elements of that.

Carey Nieuwhof:

But how do you do it? It's hard on your volunteer team. It's hard on your staff team. Well, introducing LiveControl. LiveControl built a really great service where they can control the cameras inside your church, all remotely, from their office. Yeah, you don't have to build a tech team, they've got it. They're the only company that offers this. And it's not just for small churches. Bayside Church in Sacramento, which has seven locations and thousands of people uses it to stream their services. So LiveControl sends you, you're like, "Well, who would have the cameras?" They actually sent you top of the line, 4k cameras. You simply click a button to schedule a service and whenever you choose, let's say 10:00 AM on Sunday, the LiveControl videographers who are real people remotely take control of your cameras, moving, panning, zooming in, yep, all remotely. LiveControl works with any streaming platform or software like ProPresenter, BoxCast or Zoom.

Carey Nieuwhof:

So churches that use LiveControl substantially increase their viewership by up to 10x and their giving goes along with that. It's like having an entire production crew backstage at your church, except you don't have to hire them. So curious? Yeah, this one's really got me intrigued. Go to livecontrol.io/carey, and you can get a free demo today. They're offering a buy one, get one free camera through to the end of October. So just go to livecontrol.io/carey for a free demo today. I love future stuff like this. So, hey, I'm going to be at the end, with the end of this podcast, I do a little segment called What I'm Thinking About. I'm thinking about the future of online church attendance. So with all that said, hey, why don't we jump into my conversation with Brad Lomenick?

Carey Nieuwhof:

Well, Brad Lomenick, welcome my friend. Good to have you back.

Brad Lomenick:

Carey Nieuwhof, always fun to be on your show, on the podcast. This feels like a old hat. It feels like we're just getting together for lunch.

Carey Nieuwhof:

I know. Well, you and I, you help out our team with little projects and usually end up on a round table. Right? We do something for ReThink Leadership or whatever, but we just got Brad locked in and loaded on this podcast, live from Oklahoma. Is that right?

Brad Lomenick:

I am in Oklahoma. Yes, today.

Carey Nieuwhof:

The international man of mystery. Sometimes you move.

Brad Lomenick:

Well, you know this, my reality the last several years was spending a lot of time on planes.

Carey Nieuwhof:

You and me both.

Brad Lomenick:

And obviously that changed, but it's starting to creep back in Carey. I don't know about you, but I'm itching to get back out on the road. Are you? Are you sort of like-

Carey Nieuwhof:

I would've said if you asked me, so we're recording this in September a few weeks before air, it was just at the end of August where I thought I really need to see my friends face to face. We need to go and have a meal together, but airports and time zones. And the crazy thing is, I was good at it. I had a system. And if you asked me in February, are you living the dream? I would have been like, I just don't know whether it gets any better. And then of course the world shuts down and all the tragedy around us and everything. But from personal perspective, being home for the last six months has been very life-giving, to the point where I think my travel will be greatly reduced in the future.

Brad Lomenick:

You found a new rhythm with biking and hanging out outside and cooking on your big green egg. I mean, you found a new part of life that you knew it was there, but now you're leaning into it.

Carey Nieuwhof:

Well my team are telling me they really think I'm a better boss. And they said, just not taking calls while you're trying to board a flight or, "Oh, here's the time zone I'm in. Can you meet me at 7:00 PM?" They're like, "You're just available." And I said, "So is it like a different, like am I better?" And they're like, "No, you're just around." And that is a lot of leadership, isn't it? You need to be around. It's a lot of parenting. You need to be around. It's a lot of marriage, you need to be around. And now I'm just around. So kind of like being around.

Brad Lomenick:

I think the thing too, that I've learned the last four or five months is obviously we're all trying to pivot, figure out things and shift and redo our structures and the way we get work done, but trying to find a sense of joy and contentment in the new reality, because reality is we have to do that. I mean, in order to embrace a hopeful expectation of today and tomorrow, we've got to look at it and go, "How do I find some sense of just peace and contentment in this new season?"

Carey Nieuwhof:

Where's that coming from, for you?

Brad Lomenick:

Well, a lot of it is almost fighting back the fear. And it's almost that sense of how do you take away the negative vibes and the sense of the sky is falling, my world is collapsing. What do I do? I'm just going to go stick my head in the sand. Compared to, again, new reality, which was, I'm stuck. So what does that create, from an opportunity perspective, for me to get better? And it is getting better as a leader, like coming out on the other side of this. Levi said that on ChurchPulse Weekly, the idea of are we going to be better on the other side? But also, can I enjoy the process to get there?

Brad Lomenick:

Just one example for me is, I'm in a place where I have access to the outdoors. And even the few pictures I put on Instagram the last several months were primarily hunting and fishing.

Carey Nieuwhof:

Yeah.

Brad Lomenick:

And I'm finding joy and contentment in some of those pieces where again, before, that would have felt like a distraction or it would have felt like sideways energy.

Carey Nieuwhof:

Or you should've been somewhere else.

Brad Lomenick:

Yes, exactly.

Carey Nieuwhof:

Yeah. Gosh, I should have been working on this project. Yeah.

Brad Lomenick:

That's true for people with obviously people homeschooling or their kids are at home; they're virtual learning. How do we lean into that compared to seeing it as this? If we're honest, it's a lot of pressure and it's a lot of stress. And so I'm just trying to take that perspective.

Carey Nieuwhof:

That's good. I kind of, it's not really a hobby, that's an exaggeration because there are actual birders listening to this podcast. But put a bird feeder up in the backyard this summer. And I've been trying to identify bird calls.

Brad Lomenick:

I like it.

Carey Nieuwhof:

And yeah, it was really cool. And it was funny. We were out camping with my family recently and we're paddling back to shore, which is a three and a half hour paddle with portages and the whole deal. And I see this giant bird sitting in a tree, it's a hawk. How often do you see a hawk sitting in a tree? And we just slowed down, watched the hawk for a little while. Those are massive birds. And then I heard the call and I'm like, "I know that call." They're in my neighborhood, I live near Hawkestone, Ontario, okay, so there are hawks everywhere. But I'd never connected the call with the bird. I think that is, and I don't know why, but that is like stupidly pleasure giving to me to be able to, I'll just be walking in the woods and I'll go, "Oh, that's cardinal. Oh, that's chickadee. Oh, now I know that's a hawk."

Brad Lomenick:

That's good.

Carey Nieuwhof:

And so I didn't know that, prior to March.

Brad Lomenick:

You and Carlos Whittaker are now-

Carey Nieuwhof:

Is he a birder?

Brad Lomenick:

Oh gosh, look at his Instagram feed.

Carey Nieuwhof:

He's got that whole robin thing going and all that stuff, right?

Brad Lomenick:

Yes. He and Heather both are, they're deep into the vortex of bird, not just bird watching, but I guess you could say bird parenting. Right?

Carey Nieuwhof:

Yeah.

Brad Lomenick:

And Clay Scroggins, our buddy Clay, he's talking about reduce the noise and in his book. So if we reduce the noise, we can hear more of God. And I think that's what's happening for all of us.

Carey Nieuwhof:

That's good. We're going to get into that, but I don't want to go too much further into the interview without saying congrats. You've got a brand new podcast, which is awesome.

Brad Lomenick:

Yes. I'm so excited.

Carey Nieuwhof:

Brad, H3 Leadership came out when, 2015? The book.

Brad Lomenick:

Yes. To a lot of people, they go, "What? I thought it just came out last month."

Carey Nieuwhof:

I know. You and I released a book around the same time, I think, in 2015, fall of 2015. And now five years later, the H3 Leadership Podcast debuts wherever you can find podcasts, on the Thrivacity Network.

Brad Lomenick:

Well, first of all, the network is also really exciting. You're the lead dog or the lead horse in our stable, but we've got a new network that's going to have not just mine, but now others that will be joining. That's very exciting.

Carey Nieuwhof:

Yeah. That's something we have been talking about in my little company for a while, starting a podcast network. So yeah, you are our first show other than my leadership podcast, this show in the Thrivacity Network. Spark growth, right? That's what we want to do. We want to spark growth. But tell us about your podcast. Because when you were pitching the idea, I thought, "Oh." I don't know of another podcast like this because I don't know of anybody else quite like Brad Lomenick, so that's fun. It's so quintessentially you and I want you to vision cast for leaders, what they can expect when they subscribe to H3 Leadership.

Brad Lomenick:

Well, a lot of people have read the book. So, the book is not necessarily the lead story of the podcast. It's more of my brand.

Carey Nieuwhof:

It's not you reading your book. It's not the audio book.

Brad Lomenick:

Right. Exactly. But here's what it is, it's curated. So the power of curation, which is me helping leaders know about the things they need to know about. So if you think about me curating the best books you need to read, the links you need to know about with great articles, the videos you should watch, the podcasts you should listen to, the events you need to attend, the organizations that should be on your radar, the young influencers that you are not aware of, but should be. It's all of that, and it's going to be weekly and it's going to be practical. It's going to be shorter than this interview.

Carey Nieuwhof:

Than this interview. You're not doing two and a half an hour marathons that other people you know do.

Brad Lomenick:

We're not going with Gordon MacDonald.

Carey Nieuwhof:

No Gordon MacDonald?

Brad Lomenick:

That's right. But what I'm going to try to do is just every week bring something that's helpful that you can go find or listen to, or watch or review that day. And the idea of having a curated podcast, like you said, I'm a podcast junkie. I don't know of anybody else doing that. And I think it's going to be helpful because that's what I need. I actually need somebody to curate for me.

Carey Nieuwhof:

Well for the several hundred of all the leaders listening, let's just assume there's several hundred who know you well enough to be on your personal email list. So I would be one of those people. And every once in a while, Brad just shoots out to his friends, this long, not particularly well formatted email with all these links of the most interesting, I keep them in Evernote, they're so good, but these really great articles that nobody would find on their social feed. I'm endlessly curious about that stuff. And you'll put me on, I remember you and I did a trip and we were there with Chris Durso, Robert Madu and Rich Wilkerson long before anyone knew who those three were. Right? You have an eye for spotting talent and leadership, as it develops, finding, you're what I would call a cross-disciplinary learner in the sense that you're very interested, whether it's neuroscience or business or arts or something. You'll just pull from a very eclectic range of things and say, here's some stuff you can learn.

Carey Nieuwhof:

So if you're really interested in diversifying your sources, finding up and coming leaders, I don't know anyone who's quite got that. Rich Birch does that sometimes too. But my goodness, the way you do it, and I'm just excited that you're bringing that to the world. So are you going to vary the format then, week to week? Because we hear from would be podcasters all the time. So for all of you listening, who are like, "Yeah, I want to do a podcast at some point," I want to hear your niche. Because we were talking before we started recording and you're like, well, the interview space is pretty full, right?

Brad Lomenick:

Yes.

Carey Nieuwhof:

It is. Look at this show, here we are doing another interview, right?

Brad Lomenick:

Yeah, yeah. You're right. No, the interview space is full. I'm going to try to have some guest hosts on that I can ask, "Hey, what are you reading?" or "What's interesting to you right now? What are you diving into?" I might do a 10 minute or 12 minute guest interview once a month. So if you think about four shows a month, probably one of those would be the top recommendations you need to be aware of with books and podcasts and events. Another show would be let's unpack the young influencers list this month, the leaders you don't know about that you should. Let's maybe dive deep for 10 or 15 minutes with a guest. And then the fourth one might be a roundup of here's some interesting articles that I came across and I'm going to share what I think.

Brad Lomenick:

I'm also going to do the leadership nuggets segment, Carey. And this is, I'm pulling from Catalyst Podcast many, many moons ago, when Ken Coleman and I were on and we would do this leadership nuggets segment and it became really popular. And it was just me saying, "Hey, here's a thought that I have that I think will be helpful for you." But I'm going to base it off of again, an article or a video or a book or something that I can say then I'm starting up the conversation, but here's where you need to go now and actually dive into it for yourself. So similar to what you do with what you're thinking about.

Carey Nieuwhof:

At the end of the podcast? Yeah.

Brad Lomenick:

Yeah. So that's kind of the format at this point. We've got room to innovate and differentiate because it's brand new.

Carey Nieuwhof:

Right.

Brad Lomenick:

We're starting from scratch, but that's the thinking right now.

Carey Nieuwhof:

So shorter, eclectic curating content. And for those of us who are content creators, let's riff on that for a little bit because there's so much pressure on social media, in the church, in business to produce content. But you have argued for years, and I agree with you, that curation is just as powerful as content production. Can you explain what you mean by that?

Brad Lomenick:

Yeah. In essence, what a curator is, is it's somebody who filters through all of the broad category and says, "I've done, all the research and now this is what you need to be aware of." So think of the curator in a museum, they're bringing you the best art that they can go out and buy.

Carey Nieuwhof:

They're not doing all the painting. They're not there from 6:00 AM till midnight painting going, "Come look at my paintings." They're like, "Well, here's a Picasso. Here's a Van Gogh, here is whatever." That's the end of my art knowledge.

Brad Lomenick:

No, that's good. I mean, that's a great example. And this is a shift that we've been seeing in leadership for the last several years, which it went from, are you the expert to, are you aware of the experts, to now, you're the expert because you're aware of the experts.

Carey Nieuwhof:

Right.

Brad Lomenick:

So that shift happened and now I wouldn't argue that we don't need experts, but I would argue that we need experts who know the experts, and there's equal amounts of power and credibility and influence in that. To the pastors, you and David Kinnaman, Kinnaman's been talking about this as well for a couple of years, that the pastor doesn't necessarily have to create all the content. They can, but equally as much, you should be curating content for the people that you're trying to teach. And youth pastors, especially, go help your students actually find the links, the 10 things they need to be reading this week or that they should be watching this week. They're already there. They're already on YouTube, they're already on Instagram, they're already on Snapchat, they're already on all these outlets. So if you help them find the things there, compared to you thinking that you have to force them to come and only listen to you.

Carey Nieuwhof:

It's such a simple concept, but it's so hard for people. I was saying to a mutual friend last week, we were chatting on the phone and I just said, "It's rather ironic that one of the things I've become most known for is the forum in which I speak the least," which is this podcast.

Brad Lomenick:

Yes. Because you're curating.

Carey Nieuwhof:

I'm curating.

Brad Lomenick:

You're curating with the podcast that the best of long form interviews with leaders that we want to hear from, that we want to sit down and have lunch with. That's what you're doing. You're curating. Tim Ferriss, his 5-Bullet Friday, that's a curation of the things that he wants people to be aware of.

Carey Nieuwhof:

He's got a million.

Brad Lomenick:

Gary V. has been doing it forever. Seth Godin has been curating forever, Daniel Pink, James Clear. James Clear, he has a newsletter that he calls 3-2-1. Every Thursday, it's 3-2-1. And I can't remember what those categories are, but he's curating quotes, he's curating links, he's curating things we need to read. And he obviously wrote Atomic Habits. He's an expert, but he's not just sending you a newsletter on Thursday saying, "Hey, read my book, Atomic Habits." He's actually pulling things from his world and saying, "This is what you need to be aware of."

Carey Nieuwhof:

So I'm really looking forward to, and obviously the podcast is brand new. So I'm going to be a subscriber. I'm going to be a listener. But I'd love to know what are the disciplines, the habits and the rhythms that go into your curation? How do you find these esoteric, interesting, fascinating, like obviously, you have to filter through a lot of stuff to get to the good stuff. So what does the life of Brad look like to be able to be a curator?

Brad Lomenick:

Yeah, it's a really good question. I'm a sports nerd, so you may not get this reference because I know you don't necessarily keep up with all sports. There's a guy named Adam Schefter who works for ESPN and Schefty is what they call him. And he's the go-to for ESPN when it comes to the NFL. Any news in the NFL, we're going to Schefty, he's got breaking news. And why he's such a powerful curator or analyst or reporter is he has sources. He has sources all over the NFL. He has general managers, he has head coaches.

Carey Nieuwhof:

But his phone's buzzing all the time going, "Hey, by the way, we're going to make a trade," right?

Brad Lomenick:

Exactly. And they now see him as their outlet for if they want to get news out, they'll send it to him. And this has been true in journalism forever, right? If you're a journalist, you understand this.

Carey Nieuwhof:

You got a tip.

Brad Lomenick:

But they built sources and they've got all these incoming mediums or feeds by which then they're able to take a lot of stuff and pare it down to what needs to be sent out then. So that's, for me, probably one of the things that I've built a system for, is I get tons of newsletters by email.

PART 1 OF 4 ENDS [00:25:04]

Brad Lomenick:

I check tons of lists on a constant basis and I've got sources all over the internet. I've got people I text. I've got people I call. Every conversation I have, I usually will ask somebody, "Hey, who's a young leader that you're really excited about in your world?" So for me, it's intentionality, at the end of the day. It's now a system that feeds me lots of information.

Brad Lomenick:

A lot of those newsletters, I don't read all of them, but I just skim. I listen to tons of podcasts. I'm a podcast junkie. So, I'm finding stuff all the time. And every time I find something, I write it down. That's the other key, is if I don't capture it-

Carey Nieuwhof:

It's gone.

Brad Lomenick:

... then I won't remember it. You got it. So I think that's the biggest reason ... Again and I'm a curious person in general. But the reason I can actually show up and have credibility is because I'm doing the work, but I'm not spending hours and hours and hours, endlessly just looking at stuff because that would be a waste of time.

Brad Lomenick:

But I am intentional about certain areas of my life and being really clear on, I'm going to create as much input as possible, that then I can pull it from.

Carey Nieuwhof:

Well and I would say, knowing you as I have for a number of years now, Brad, everybody has just a couple of super powers. We're not great at everything.

Carey Nieuwhof:

What I see as a couple of your superpowers would be, you're a connector. You just seem to know just about everybody and you do a really good job handling those relationships. So, if I need an introduction somewhere, I'll often text you. It's like, "Hey, do you know?" And the answer is 99% of the time it's yes. You'll use that to help other people.

Carey Nieuwhof:

You're also very, very curious. You're a magnificent question asker. I see that in you wherever we go. You're one of those guys, it's hard to get a word in edgewise or ask you a question because you're always asking me or the other people in the room questions. I see that as a superpower.

Carey Nieuwhof:

You're a great note taker. When those emails come out or when we need sources, you're like, "Oh, well you should check this out."

Carey Nieuwhof:

So if people are wondering, those are the things I see in you. Would you say you see yourself in that list or are there other things that you do that you would say, "No, I think this is part of it too"?

Brad Lomenick:

Thank you, by the way, for saying that because that is what I'm trying to honor people with. I heard Jim Collins say ... Somebody was interviewing him and they said, "Okay, what's the thing that if you pare it all down, that drives your engine, that drives your flywheel?"

Brad Lomenick:

That's Jim Collins, right? What is it? He said, "It's curiosity." He said, "My flywheel and my engine flows out of curiosity."

Brad Lomenick:

I would say for me, it flows out of connection and being a connector. So, all the things I get to be involved with, all the things I get to participate in, the organizations I get to help, the projects I get to work on, the places I get to show up, those are built out of my connection flywheel.

Brad Lomenick:

I look at it as I want to bring people into my slip stream in order for me to build a tribe, as Seth Godin called it 12 years ago, with his book. But then I can add value to and figure out ways that we can work together and help each other.

Brad Lomenick:

This is true about whatever you're most gifted at. You see it so clearly that you think everybody else sees it the same way. People say to me, "I don't understand how you do it, Brad." I look at it and go, "I mean, for me, it's pretty simple," because it's natural. It's the way I'm gifted. It's part of who I am.

Brad Lomenick:

I want to keep getting better at that, I guess is my point too. I don't want to just rest on, well, I'm a connector. I want to keep connecting. And at some point, does that run out? Probably not because there's lots of people to continue to be connected to.

Carey Nieuwhof:

Most of the people listening to this podcast are younger than me and many are younger than you are, even though you're probably a decade or so younger than I am. But you've been in a ton of green rooms and you've hosted those green rooms, often for conferences you've led with 10- 20,000 people in attendance, some of the biggest speakers in the leadership world, Christian and marketplace speakers.

Carey Nieuwhof:

I've watched you work those green rooms. You're really interesting to watch, because we've all been in the place where you meet a keynote speaker or you meet one of your idols or whatever and it's hard not to get tongue tied. It's hard not to be intimidated. It's hard not to just gush or just say predictable things. I mean, hey, you and I were a few years ago, we were in Washington DC. Remember meeting Morgan Freeman?

Brad Lomenick:

Oh, yes. That was a great evening, by the way.

Carey Nieuwhof:

That was a great evening, but what do you say when you're ... We're standing there in a reception room with 50 people and Morgan Freeman walks in. You're like, "Oh my goodness, that's actually Morgan Freeman." I don't know why that just popped in my head, but I was totally tongue-tied.

Carey Nieuwhof:

You've been in that situation a billion times. It's like, "Mr. Freeman, you make great movies." What do you say in to Morgan Freeman? It's like, you're the voice of God.

Carey Nieuwhof:

My friend said, "You should have pulled out your phone and had him do your voicemail." I'm like, "Yes." Oh yeah, that's been done a thousand times.

Carey Nieuwhof:

Anyway, that was a great night, but it's hard not to get tongue-tied. It's hard not to be a climber rather than a connector.

Carey Nieuwhof:

Do you want to speak to young leaders about how you became a connector, not a climber, how you handle yourself in a situation like that? Because you've probably seen it go well, you've seen it go poorly.

Brad Lomenick:

Yeah. Again, this is such an important conversation. I mean, I learned that from John Maxwell, working for John for a few years, because he called it climbers.

Brad Lomenick:

The difference between a climber ... I don't know if he used connector, but let's just use that example. It's the same between a connector and a networker.

Brad Lomenick:

A networker is that person that you run from when you see them, because you know that they're just out for themselves. They want something from you. They're motivated by what they're going to get. They're transactional. They'll mask it with a connection or, "Hey, I want to add value," but at the end of the day, you just know.

Brad Lomenick:

We can think of people in our mind right now, probably as you're listening. You're like, "Oh yeah, that person, they're a networker." I don't mind them being in my world, but I don't necessarily want to hang out with them and invite them-

Carey Nieuwhof:

You're not calling them first for dinner when you're free. Right?

Brad Lomenick:

You got it.

Carey Nieuwhof:

Yeah.

Brad Lomenick:

You got it.

Carey Nieuwhof:

Yeah.

Brad Lomenick:

The connector though, man, I think of them and I think, "Gosh, every time I'm around them, they make me better." Every time I call them or talk to them, they're giving more to me than I'm giving to them. There's a generosity. There's not a scarcity with a connector. There's a spirit of, I will succeed because you're actually succeeding.

Brad Lomenick:

If I put these two people together, the power of that connection is going to be greater than the current connection, and I get to get out of the way.

Brad Lomenick:

When I smile, Carey, when you feel like you're winning or you're successful at being who you are is when people say, "Gosh, Brad. You connected us 12 years ago and now we're working on this project together. We've become great friends."

Brad Lomenick:

I don't need them to tell me that, or I don't need to be part of that. That's the difference, is it's so much more about the other person than it is about you. I'll stop there.

Carey Nieuwhof:

No, that's a really good distinction. You said something earlier, I want to come back to. You just slipped it in. So, it might've gotten lost for a lot of listeners, but I picked it up. You said, "I want to add value."

Carey Nieuwhof:

I think back to some of the first times we met. I can't say exactly when it was. It might've been at a Catalyst, when you were still running it. I think I had just started blogging or something. You were so kind to me. I left feeling like you were actually interested in me, which was a really, really interesting thing because sometimes people don't always feel that way. Can you talk about how to add value to the relationships that leaders are making?

Brad Lomenick:

Yeah. Well, I do remember the first time we met. I think it was at a Catalyst event.

Carey Nieuwhof:

Yeah, I think it was. It was side stage. Yeah.

Brad Lomenick:

I knew who you are before you knew that I knew you.

Carey Nieuwhof:

Yeah.

Brad Lomenick:

Again, that's me, I would say doing my job well, which is if I'm leading Catalyst, I better be aware of the up and comers. Also, I better be very clear that there is no distinction or no hierarchy between Andy Stanley or Craig Groeschel and the leader who nobody knows that showed up.

Brad Lomenick:

They're in a small community in Ohio and they're at Catalyst. They want to get better, but nobody knows who they are. I've got to see those two people, those two leaders the same way, because if I don't, then I can't expect our community to. And if I'm leading the community, then I've got to be the one who sets that example.

Carey Nieuwhof:

See, that's interesting. You're right. I hadn't thought about that until you said that, but I would say your world ... and again, we've had years together now, is very flat.

Carey Nieuwhof:

It's not that you dishonor the Andy Stanleys, the Craig Groeschels, the Seth Godins, the Daniel Pinks. You're very honoring to people, but you're just as honoring to the guy from Canada who can't even believe you know who he is. Right?

Brad Lomenick:

Yes.

Carey Nieuwhof:

So, it's flat in that sense. Not that you're trying to tear down the giants, but you're trying to give the same dignity that you would give a giant or a main stage speaker that you would to the guy who barely made the breakout as a participant.

Brad Lomenick:

I think the expectation, unfortunately, that we have with leaders ... Whoever is in the power circle, if we're not in that circle, we expect unfortunately today, that those people who are in the power circle, the only way I can get their attention is to be in the power circle.

Brad Lomenick:

Man, Danielle Strickland and many others who, we all are friends with would know, they just keep saying, and I just keep raising the banner, powerful people empower people. She said that on your interview with her, which was so powerful-

Carey Nieuwhof:

Yeah. Yeah. Danielle is so good at that.

Brad Lomenick:

If you have power, your job, the way you use that power correctly is you give it away. You empower other people who don't have it.

Brad Lomenick:

And hello, this is the life of Jesus. I mean, if I'm trying to be a Jesus follower, this is to me, one-on-one.

Brad Lomenick:

Unfortunately though, so many times as leaders, we start to see through lenses. We have glasses on that are incorrect because somebody told us differently or we watched somebody before us. We think this is the right thing to do. We get infatuated with the sizzle.

Brad Lomenick:

One of the things I always said at Catalyst, and I probably shared this before, but I always said, "If I can't treat everybody the same and make them feel honored, then this community we're trying to build is not authentic."

Brad Lomenick:

I think people saw that. We didn't put it on the screen and say, "Hey, everybody here, you're valued," but there was a sense of all those barriers were removed because we just wanted it to feel like this was all a bunch of friends hanging out together. That's again, because we wanted that. We were the customers of our community we were building.

Carey Nieuwhof:

For the leaders listening, who are like, "Brad, okay, I hear what you're saying. I can almost visualize it, but that is ..." I think for you, it might be natural. For a lot of people it's learned. What are some things that leaders who empower other leaders or honor other leaders, regardless of their status or position, what are some best practices that the leaders who do that well do?

Brad Lomenick:

Yeah. Well, you see people. I mean, practically, you see them and you acknowledge them. This is part of having empathy, is that if I'm standing in a circle at some event and somebody is standing outside the circle and all of us are having a conversation, I see this person and I say, "Hey, Joe. Man, let me introduce you to all these folks here. I don't know if you know them."

Brad Lomenick:

That's practical. You have to be an includer, and you have to make people feel comfortable because I know when I'm not that way and I feel weird and it's awkward, so I want-

Carey Nieuwhof:

We've all stood outside that circle. Oh, yeah.

Brad Lomenick:

Exactly. Yeah. I think encouraging people and actually speaking well with people. I do this with emails. It's a habit for me that I like to do, is when I'm connecting people in email, I want them to get that email and want to save it because I said things in that email that they're like, "Gosh, Brad. First, I didn't know you knew me that well. Second, thank you. That's really encouraging." I'm actually bragging about them to this other person.

Brad Lomenick:

There's nothing wrong with, if I just say, "Hey, Joe, meet Jim. You guys should work together. Thanks. See you."

Brad Lomenick:

I'm not saying that's a bad thing, but I'm going to take the time to try to like, "Let me tell you about Joe. I mean, he's such a great leader. His team loves him. He's got a real sense on him of being a visionary, like a futurist," whatever it is.

Brad Lomenick:

So, I want to honor people by being able to say things about them and to them, that will make them smile. But also, the person who I'm connecting them to actually, they go, "Oh, wow." That's powerful. Writing notes of encouragement or whatever that is, a text, a note, an email.

Carey Nieuwhof:

I love angling that from the young leader, the up and comer perspective, but how do you find seasoned leaders? The keynote speakers, the guys or women who are on the main stage, headlining things, how do they respond when you include someone new in the circle or introduce them to someone who's not at that level? What are some of the best and perhaps the worst practices you've seen in that field? No naming names.

Brad Lomenick:

That's interesting. That's an interesting question. So unpack that a little bit more.

Carey Nieuwhof:

In my experience, one of the questions that I'll get doing the show ... because we've had 350 guests or whatever, is like, "Hey, what is so-and-so really like?" Nine times out of 10 ... 99 times out of 100, I'm able to say, "Actually, they're really great people."

Carey Nieuwhof:

Listen, I select for my guests. So, if the guy really is a knob, I'm probably not going to have him on my show. Right? Okay? I'm self-selecting.

Carey Nieuwhof:

My experience with most leaders has been surprisingly gracious and humble, but I just want to talk to people who maybe have influence, who retreat to the green room. They're not main staging it, but

they're a big deal, a big fish in a small pond or whatever. That can easily go to your head and that's something I've had to guard against it.

Carey Nieuwhof:

So, when you're with the best of the best, how have you seen them respond when you kind of widen that circle and include somebody they don't know or an attendee or a guy from Canada? How did the best handle it and what do you see?

Brad Lomenick:

Well, I think they handle it with what you just said, which is humility and a posture of, I trust the person connecting me. So in this case, "I trust Brad. If he thinks I should connect with this person that I don't know, then I trust him. I trust his wisdom on that." And again, for me, that's equity that I have to trade appropriately.

Carey Nieuwhof:

Yes. You can't introduce everybody.

Brad Lomenick:

You got it. I don't introduce everybody. I know certain people and I won't name names, but I know that there are certain people who have a lot of influence, who are really well known. They don't want me to connect them to a lot of people. Not because they're not interested, but I'm not adding value then.

Brad Lomenick:

If I'm creating distraction or I'm adding more to their world, that doesn't allow them to do what they do really well. That's back on me, Carey. That's my responsibility to know what's appropriate, what actually works. How do I best honor both of these people in the best way possible?

Brad Lomenick:

Sometimes it's, "Hey, listen, I'd love to connect you guys at some point. So really, what works best is probably the next time we're at an event together, why don't we just find a time that I can introduce you then." It's not, "I'm going to email you," or, "I'm going to text you both." I have to be, again, the curator of my tribe and my community and my friendships because-

Carey Nieuwhof:

Yeah. Because if you abuse that trust one too many times, it's going to be like, "Oh gosh. Brad is asking me to meet somebody I don't want to meet." Yeah.

Brad Lomenick:

You're done. It's stewardship. This is equally as important, I think, but I'm biased, but it's equally as important as the way you steward your finances or the way you steward your influence, the way you steward the things you own, your home, your cars.

Brad Lomenick:

The relational equity you have with people is valuable. If you don't steward that well, then you will find out pretty quick that it's not something that is going up in value.

Brad Lomenick:

Again, you can't use the excuse, "Well, I'm an introvert. I'm not people oriented. I don't really have an interest in connecting people. That's just not me."

Brad Lomenick:

Well, no, it is. Because if you're a leader, which everybody listening to this is, then part of your responsibility is to figure out who the people are in your community, your congregation, your tribe, your circle, and then add value to them.

Brad Lomenick:

So, I want to find pastors. We always are kind of looking for, I would say the trends, in how we're seeing the world differently, but I want to find those leaders and pastors who are equally as much connectors within their congregation as they are communicators. Because I would argue that that's equally as important.

Brad Lomenick:

Given the circumstances you're in, given the environment you're in, are you actually stewarding your people and connecting them and introducing them and actually know their names? You're interacting with them and you're getting to know them. We can't just sit back and say, "Well, that's not my responsibility," because I think it is.

Carey Nieuwhof:

We touched on live events and meeting in a live event. Catalyst Conference would be a good example. But obviously, the disruption we're in the middle of right now, with the pandemic, has really changed the complexion of live events, everything from sports to school to concerts to obviously, church services and gatherings of any kind.

Carey Nieuwhof:

Already, I think pre-COVID, Brad, the model of live events was changing. You and I would often meet at live events. Right? I'd like to pick your brain on where you think live events are going. And as much as we don't really know where all this is going to land, what are your thoughts about what the future of live events might hold?

Brad Lomenick:

Well, curated, smaller, invite only. I would say not smaller because there's not as many people necessarily, but smaller because you're pulling together a circle that wants to be in the same room. Room is in quotes because room doesn't necessarily mean a room.

Brad Lomenick:

But the difference of, there's 10,000 people at an event, at a leadership conference, compared to there's a thousand who have been selected based on connections or level of influence. They all are thinking about the same things or are interested in the same category.

Brad Lomenick:

That's where a lot of stuff that was already going before COVID, is that it was going to be curated, smaller, influencer-driven, based on seasons of life or whatever.

Brad Lomenick:

Now with the disruption, a lot of that is still true. But what you're seeing now is that I think we're having to flip the model, where I'm starting with a few connections, that perhaps will turn into some kind of community and then might express at some point a conference outlet.

Carey Nieuwhof:

Ah. So don't try to build it big. Start small and see if it grows organically.

Brad Lomenick:

You got it.

Carey Nieuwhof:

So when was Catalyst at its peak? How many people would you pack out an arena with? You would get what, 12,000?

Brad Lomenick:

Yeah, 12 or 13,000 in Atlanta, three or 4,000 in other venues across the country. The one day events were two or 3,000. That was 2011, '12. I don't know, somewhere in the 10 years ago, eight to 10 years ago range.

Carey Nieuwhof:

Which is really fascinating because that ... I've thought about this a lot pre-COVID. I haven't thought a lot about it in COVID because everybody's just kind of bouncing off the walls, trying to figure out what day it is. But you can make the argument that, that was really before content became free and ubiquitous and easily accessed. In other words, smartphones changed all that. Right? You and I've had that conversation offline before.

Carey Nieuwhof:

So Catalyst was big in part, because if you wanted to hear Seth Godin or see a human being shot out of a cannon, which you did, or you wanted to hear the top thought leaders, the top preachers, you kind of had to jump on a plane and go to Atlanta. Getting the DVD six months later, probably wasn't going to be the same as being in the room and connecting with people.

Carey Nieuwhof:

Do you want to talk about the cultural evolution of content and live events, as it sort of unfolded in your last years at Catalyst, and then basically the last decade? Because I think there's huge learnings there for the future.

Brad Lomenick:

Sure. Well, if you think of music ... let's just think about the music example for a minute.

PART 2 OF 4 ENDS [00:50:04]

Brad Lomenick:

Forever, there was these barriers to entry. You had the industry, you had to have all these things in place to get a record deal. All that started to shift. We had Napster, we had the invention of iTunes, all those barriers went away. The middleman was removed, the power is in the consumer. I can now curate, or I can create my own playlist.

Brad Lomenick:

That's a 40 ... I don't know. What would you say Carey, 40- year shift perhaps? In the last 30 or 40 years, that industry, music, as one example, shifted from ... There was only places you could go to get that album, to now, it's available anytime, anywhere. The power is all in your hands as the consumer.

Carey Nieuwhof:

I mean, I think about that too, being the age I am. It's like, if you had showed 15 year old me, who had to save up his allowance for a record, or a tape or a CD, that I would be able to get whatever song I want whenever I want it ... I mean, you saved up. Or otherwise, you listened to that radio and hoped your favorite song would come on while you still had the radio on.

Carey Nieuwhof:

And when I was in elementary school, we had those little tape recorders. I'd just put it right next to my radio and record a song, bootleg. And that's how you made your mix tapes, right? But it was a model based on scarcity. And if you look at it, live events were based on scarcity. It was like, if you want to hear Seth Godin, you'd better be at Catalyst. If you want to hear John Eldredge, you'd better be at Catalyst. You want to hear Andy Stanley give his annual leadership talk, you'd better be at Catalyst.

Carey Nieuwhof:

And then around ... You're right, 2011, it's like the iPhone was in its second or third iteration. Wifi became ubiquitous. LTE was introduced so that you could actually stream video for the first time. Instagram, Twitter started to take off, Facebook really started to gain mainstream adoption. And then all of a sudden content was everywhere. And, you didn't charge for it anymore. It was free. So it's like, I'm going to give you money?

Brad Lomenick:

Well, You created a revenue model that was different. That's a distinction. So it felt free to me, but it wasn't free to the industry. Nobody was making money, or somebody was putting money in. There was an exchange happening. And so the same with events, you're right. All that was true. And here's what's not happening in terms of, do we want to gather anymore? The answer is yes. We still want to gather, we still want to be in person. We still want to be part of something.

Brad Lomenick:

The reason that ... And I'm not arguing that events are going away. I am arguing that it better be distinct. It better have something on it. And I'm putting an asterisk as well, like a God-breathed movement, many times is unexplainable. That we can't unpack and start to figure out, well, why did that happen? Because it just God-breathed. But there are certain things now that are true.

Brad Lomenick:

One of the things that was true in the last seven or eight years is so many churches started to do their own conferences. Or organizations that have expertise. They said, we used to go to Catalyst, we would take our whole team. Or we used to go to the Willow Creek or Global Leadership Summit. Or we used to go to ... Name the conference. Now, we are doing our own conference. And we're going to share about our expertise and the way we do church here, or the way we do ministry. And a lot of leaders are going to come, because they're interested in that.

Brad Lomenick:

That actually was a great disruption that made the world of live events better. Now, a lot of us who are in that space, we were going, man, this is going to cannibalize us. But I think in general, the overall ... Did that raise the level? Yes. So it just kept getting more crowded. And now, the conferences that you and I would probably say yes to, if we just get invited, they're probably going to be, again, more invite only or curated. They're going to be probably ... Here's the question I get every time I'm trying to do a small gathering. What are we talking about, and who else is going to be there?

Carey Nieuwhof:

Yep.

Brad Lomenick:

And really, who else is going to be there is the biggest question. Because now, the power is in, well, I want to learn from each other. We don't need that person doing that talk. We need the conversation to be the thing that draws us in.

Carey Nieuwhof:

I agree, because if I'm dialed in, I probably already heard you on that subject. What I want to do is I want to ask you the question behind the talk, right?

Brad Lomenick:

Yes. Yes. You got it.

Carey Nieuwhof:

Which is, if we're going to be in a room with Craig Groeschel, it's like Craig, I've listened to your public talks, and they're great. What I want to know is, boom, boom, boom. So that's that smaller curated room that, you and I have talked about this a lot, but access. I've heard you say Bob Goff changed the rules when he put his phone number in his first book, right? And you and I have debated that.

Carey Nieuwhof:

I still keep my phone number a little bit quiet, just so that I can stay focused. But it's really interesting where I think what people want these days is access, as opposed to just content. What does that mean for leaders, Brad?

Brad Lomenick:

Well, and by the way, it's what Cathy Heller said in your interview with her on an episode, several episodes ago. She was talking about the difference between me joining a gym and me having a coach. Like, I can watch every YouTube 20 minute workout on my computer.

Carey Nieuwhof:

For free. You don't have to join a gym.

Brad Lomenick:

For free. Why am I going to join a gym? But the next level, why am I going to have a coach? Well, because that's where the connection part, and the uniqueness and the distinctness ... It's human, it's personal. You're actually going on the journey with me.

Brad Lomenick:

That's what we want. We don't want to go ... Because again, all that used to not be available to us. Now, I need people in my life who will actually help me get to the destination. So you were going to ask a question. Sorry-

Carey Nieuwhof:

No, no. I mean, this is what we do when we get together, so it's just fun. But you're right. Because I look at ... My kids are in their 20s. And you're programmed to your defaults. And I might just as easily text you, hey, how do you ... Whereas my kids are like, well, there's YouTube and there's Google.

Carey Nieuwhof:

And then you go a decade under them into the teen years or 20 years under them, just starting kindergarten. And those are kids who are never going to ask their parents and grandparents questions or advice, because you just Google it, which is really interesting. And yet there is a level of, okay, well, I Googled it, but I still don't have meaning. I read the article, but I still want to know.

Carey Nieuwhof:

I'm just thinking through the implications for businesses and churches as we go forward. What does that mean to our model? And I had mentioned Bob Goff's phone number. That was probably where you're going back to.

Brad Lomenick:

Well, I think the thing that it does to the model, is it's going to force all of us to think about engagement more, which you've been saying for many years. It's also going to force us to think, how do we make it personal? The power of personal is such a part of the new expression of where we are in our culture.

Brad Lomenick:

And if you think of Peloton as an example, what is Peloton trading? Well, they're trading a couple of things. They're trading competition. The gaming idea, like I'm going to ride against that person from California, who I don't know, but ... Or we're going to ride against each other in our company, we've got a company group on Peloton. They're trading community, because they are building community. And they're trading courses, the idea that I'm progressing.

Brad Lomenick:

Those three Cs, community, competition, and course, I think that's where a lot of the future's headed, both for the business world, the marketplace and the church. I think we've got to think about the worlds we're building, not just with those filters, but I think that's a pretty good filter right now.

Carey Nieuwhof:

Oh, that's really interesting. I've thought about that even for course development, because that's one thing that I offer. We have a half dozen courses that are available, and that is a purchase thing. But I've been thinking about walking people through a sequential journey. UK Joe would say gamify it a little bit, right? Actionable gamification. Which we'll link to his work on that, which is fascinating, the autolysis framework. But this idea that, oh, now you're at level one. Oh, now you're at level two. Now you're at level three. Now you're at level four. Because in that sea of information, it's so easy to get lost.

Carey Nieuwhof:

And another thought, what you were saying too, I really think taking people behind the scenes is a huge value. Sometimes I'll get a guest who doesn't know the podcast particularly well. And they'll say, well ... I always tell guests, hey, if you say something you don't like, I'll edit it out, no problem. But then I have some guests say, oh. Well, you can edit out the parts you don't like. I'm like, no, I never edit the show. I just don't.

Carey Nieuwhof:

I can't think of ... Yeah. We're 350 episodes in. I just don't edit the show, because I think one of the things that has made it resonate with leaders is it is unscripted. It is real, it kind of meanders at times, and then you snap back, but that's what life is like. And I think there is ... Sometimes we can be so glossy and so photo-shopped and so polished and so filtered that people go, I don't even see myself in that.

Carey Nieuwhof:

And I think if they hear the little turns and twists and the stumbles in a normal interview, they're like, oh. Well, that would be the conversation I would have with Brad if I got the opportunity to sit down and spend a couple of hours with you.

Brad Lomenick:

Yeah. I think it still goes back to that question of, are we getting to the place where we trust that brand, or we trust that leader? Do we trust that person? And what you're talking about, access, behind the scenes, unedited, that's all signs and breadcrumbs of, man, take us back to the trust factor. Because we're so enamored, or just enveloped in a world where we don't trust anything anymore.

Brad Lomenick:

I mean, we're fighting against all the things that are moving away from trust. And so I think that's a big part of it is, once we find something that feels trustworthy, we're going to lean in. We will follow that movement or that organization or that church or that non-profit, because they're so distinct today. Which is unfortunate, but is true.

Carey Nieuwhof:

Yeah. Trust may be at, at least in our lifetime, an all-time low. It's just so low right now. And transparency is your friend, right? Like, the unpolished version, sometimes is an asset, and ... Yeah, I think that's good. I want to think about ... Okay. For yourself, you do a lot of consulting. You work with a lot of organizations since leaving Catalyst five or six years ago. You've founded BLINC, which is Brad Lomenick incorporated. Awesome.

Brad Lomenick:

Real innovative.

Carey Nieuwhof:

Yeah, very innovative. But like everybody else, you haven't been able to get on airplanes very often in the last little while. And your work has changed. What do you think will be different in your life moving forward as you're pivoting your business model? We've talked about that a lot on the podcast this year, but it hasn't ended. I mean, we all thought we'd be back to normal by the fall of 2020. Not there. We don't know what it is going ahead. And this could be an indefinite period.

Carey Nieuwhof:

I was in meetings this morning where we were plotting out, just plans for 2021. And I'm like, I think you got to do two plans. You got to do, this is how it's going to be. And then you got to be like, okay, maybe we can do in-person events again, but we really don't know. And what is going to be different for you moving forward? What are some things from the pandemic you're going to keep, and what are some things that you're like, oh man, I can't wait to get back?

Brad Lomenick:

Well, the thing that I think will be easy to keep is what we talked about at the very beginning, which is the healthy rhythms. So you and I both have had several conversations the last several months, and just that sense of, almost the, like we're able to breathe. And the removal of, do we have to keep up with the busyness, was a healthy, new established rhythm that ... I don't want that to go away.

Brad Lomenick:

Obviously, with a lot of what I do, with organizations and helping them put on gatherings, a lot of that had to shift to digital. Again, I'm very pro-event, I'm very pro-gathering. I think going forward, it's going to be a hybrid. So is the event space going away? No. Is it going to be different? Yes. I think the idea that in the future, the home is going to be the epicenter of all things for life ...

Carey Nieuwhof:

Agreed. The home is the new hub.

Brad Lomenick:

The home is the new hub. And quote that, tweet it, put it in your notes app. You don't have to agree with it yet, but that's a trend. And everybody who is thinking about trends, in all categories of the world, they understand that. I mean, we've talked about the last mile on your podcast before. Everybody's fighting over the last mile to people's homes. Well, now it's a arms race to own the last mile into people's homes. And how many people are not going back to an office? I mean, half of the workforce-

Carey Nieuwhof:

I think that's a fair estimate. And there's what the employers want, because now you're starting to get to, employers are calling people back and workers are going, we don't want to go back. And so it can move in multiple directions. And yeah, you think about five ... I've been writing on this, but five or six things that have moved home. Shopping was home, but it really moved home. Food moved home. People who were eating out 15 times a week, all of a sudden we're eating at home 21 times a week.

Brad Lomenick:

Entertainment.

Carey Nieuwhof:

Entertainment moved home, direct to your house, bypassing the theater. Fitness moved home because gyms were closed. And school moved home. If we mentioned school, I don't know. And then there's church, maybe. Is church going to stay home? And so many church leaders are like, oh, we don't like home. You just come back to our little facility and we'll get as many of you in there. And I'm like, oh, I think you're fighting gravity on that one.

Brad Lomenick:

Yeah. And here's where, to answer your question, I think the pivot for me... I've already been doing this. But I'm going to lean in more, 2021, 2022, to actually putting on more smaller, curated gatherings that will be attractive to the people I want to gather, but also will allow them to go, oh, thank you, I haven't traveled in four months. Man, I'm ready to go. And let's get together in this location. And let's have some fun together and let's connect.

Brad Lomenick:

And I think people are going to be even hungrier for that. I don't think they'll necessarily be hungrier for, let's do a big conference with thousands of people. And let's all sit in a room and listen to the same talks that I can listen to for free, online.

Carey Nieuwhof:

Right. Or one that I already heard for free, right?

Brad Lomenick:

Yeah.

Carey Nieuwhof:

Yeah. Which is a real disappointment when you paid all that airfare. No, it's funny. You and I were talking about live events. You were helping our team think through some issues. And again, this was pre-COVID, it was in 2019. And one of the things I decided, after thinking and praying about it for a while is ... And this is long before COVID. I don't want to be responsible for selling 1,000 tickets or 500 tickets or 5,000 tickets.

Carey Nieuwhof:

That my meetings ... And we haven't done it yet. We will, when people are flying and there's a vaccine or whatever. Are going to be a dozen people or less. Sitting around a Big Green Egg, having a conversation over a couple of days. I could get into that all day long.

Brad Lomenick:

Yes. And here's the thing, Carey, I know there's a leader or many leaders right now that are thinking, well, Carey, you can do that. You can do that because you've got influence and people want you to come speak and there's leaders who would love to be coached by you. Yes, that's true. But it's true for them too.

Carey Nieuwhof:

It's 100% true for them.

Brad Lomenick:

You can have the same context of, gather 10 other friends who are at other churches in the region for a dinner conversation. Talk about what you guys are learning. Again, it's not just for us, it's for all of us. And we can all do that. And that's what we want to be part of. We want to have a dinner conversation. We want to be at the table. We want to sit around and listen to people and learn from them, that's the power of that. So it's equally as much your responsibility, all of the leaders who are watching and listening, as it is you and mine.

Carey Nieuwhof:

One of the ideas you came up with when COVID hit that I've been sharing evangelically with as many people as will listen is, for those of you who are subscribers to the podcast, you know that we've got partners who've been very, very faithful in bringing you the show. Because obviously, we have staff and show notes and transcripts and the whole deal. So there are some costs associated with this, and our partners have been great.

Carey Nieuwhof:

But of course, when the world collapsed, it was like, what do we do? And you came up with the idea. You said, Carey, you needed to do a call every other week with our key partners. And you just need to let them know what you're working on. And then just take questions. And so I've done, I don't know, a dozen of those calls in the last six months.

Carey Nieuwhof:

And I didn't think anybody would come, because you're asking leaders to come. I don't think anybody would come. I thought they would not be interested in what I had to say. And I thought we'd invite 30 people and get two. And man, those have been great. We're going to continue them. I may continue them in normal conditions. And I've been encouraging anybody who will listen to do the same.

Carey Nieuwhof:

Can you talk about the idea behind that and the power of connecting people? Because again, that's a Zoom room with like 20 people in it. But it has been powerful for me, and much to my surprise, they have loved it. They've raved about it.

Brad Lomenick:

Well, and these are leaders who, they have an affinity for you. Like, they see you as an expert. And they're obviously partnering with you on what you're creating. So there's a natural built-in motivation there. But what happens so often is that on the call, you will spend a few minutes talking about something you've seen or you're learning.

Brad Lomenick:

And then here's what you do, Carey. This is such an important lesson for all of us. Is you'll say now, what do you all think? And then, if you don't hear any responses, you'll say, hey, so-and-so, what do you think? Now what's happening in that situation, is you're honoring that person by saying, you're an expert. I want to hear your thoughts. And the rest of the group wants to hear your thoughts. And we all are going to get better because this little circle of friends and influencers and leaders, we're going to raise the level.

Brad Lomenick:

So it's not about you like just getting them together and-

Carey Nieuwhof:

And doing my blurb for 40 minutes. They don't want to hear my blurb. No.

Brad Lomenick:

It's conversation. It's curation. It's, you're the connector. You are curious, you're pulling them in. And so again, here's an example. You're a local senior pastor in a community of 10,000 people. And you're thinking, gosh, everything's disrupted. How do I lean into influence in my community? Well, how about you get some of the council members from the city and the mayor and the local school superintendent. And the chief of police and the football coach of the high school and a few people who are in the business space. And you bring them together for a conversation.

Brad Lomenick:

Because I'm guessing right now, they're probably not getting together anywhere.

Carey Nieuwhof:

No, nobody's convening that meeting, Brad. That's a brilliant idea.

Brad Lomenick:

And everybody's thinking, again, I know, everybody's thinking, well, Brad, they won't even listen to me. Well, that's a whole other issue of why they won't listen to you. But let's assume they will. Let's assume that they will say, "Wow, nobody's really gotten this group together. What are we doing? What are we talking about?"

Brad Lomenick:

Well, we're going to have a conversation about hope in our city. And it's not just for the Jud Wilhites of the world or the Craig Groeschels. Because they're doing it, but it's for all of us, the community of 10,000. You have way more influence, pastor and leader, than you think you do, to be able to impact

people and bring them together. And every single season or sphere of influence that we have that's been given to us and we steward well, is our responsibility.

Brad Lomenick:

So quit thinking about, how am I going to get on stage at that thing, and start thinking about, let me actually be a bridge builder in my local city of 5,000 or 2,500. And there's opportunity there. I promise you there's opportunity. It's a ripe market. It's a blue ocean, is what it is.

Carey Nieuwhof:

And I've been encouraging pastors to do the same with key volunteers and key donors. Just put a little Zoom call together, do five minutes about, here's what we know, and here's what we don't know. Just be very transparent. I remember on one of the calls I did with our partners in the company on the podcast here. It was a time where we had done the free course, How to Lead Through Crisis. And nobody knew where the market was going. The stock market was still in the tank and nobody knew what the economy would do.

Carey Nieuwhof:

And I just said, here's our pivot plan for the next 30 days. And I just laid it out with them. And I said, we don't know whether this is going to work. We just really don't, but this is what we're going to try. And there was so much synergy in the call around, oh, you don't know either, but this is what you're going to try? Now, it turned out our pivot went really well. And then we made another one and it went really well.

Carey Nieuwhof:

But I was just sharing that with them in real time and saying, here's what we know. Here's what we don't know. Here's what we're going to try. What are you guys trying? And if you get some key volunteers and some of your top donors, because you can't ... Even if you're regathering in person, some of your key people just aren't going to be around for a while, but it makes them feel connected.

PART 3 OF 4 ENDS [01:15:04]

Carey Nieuwhof:

And so one of the leaders I gave that advice to actually took me up on my advice, and put one of those calls together. It's an organization that we give to, and to be a participant in that call was awesome. It was just great. There's a sense of connection that comes from that, so that's one really hyper practical idea. And, here's how complicated it is. You invite 12 to 20 people to a Zoom call, even if you can't gather safely, and you don't talk a lot. You just share what you know, what you don't know, and you throw it open, and you cap it at 40 minutes, 45 minutes.

Brad Lomenick:

That's it. I love it. I'll give you another practical thing too-

Carey Nieuwhof:

Yeah, let's go.

Brad Lomenick:

Just for many listeners, or pastors, and you're not gathering in person on a Sunday. And, I don't know what you're doing throughout the week, but I would say this, there are... Think back to what we just talked about. The home is becoming the epicenter for work especially. There's thousands of people in your city, or your community that need a place to gather maybe once a week with their team that's virtual now, or that might not be in an office.

Brad Lomenick:

Open up your church. You have a building. You have real estate. You have actually meeting space that people would love to potentially use for gathering their team for a staff meeting. It's such a ripe opportunity right now for you to actually engage the community. Now, many of you may say, "Well, we're already doing tons of stuff throughout the week." Great, keep doing that. But, most of us if we're thinking about what are we doing Monday through Friday right now?

Brad Lomenick:

Well, nobody's really showing up. I mean, safely and appropriately open up your church. Because, there are tons and tons and tons and tons of business people who would love to have a place. This has caused many people who are working from home to not have a place that they can gather five, or six people. And, they don't want to go to Starbucks right now, so why not go to your church?

Carey Nieuwhof:

Yeah, and I think there can be a temptation too, just to add another little editorial comment, to think if you've got 30 or 40% of your old attendance back, that everybody's back. Trust me, they're not back. You have so many people that you haven't seen, that you're not connecting with, who are there. They're the people who show up in Google Analytics. They're the people who show up on your YouTube count, and if you think you're connecting with them, I promise you, you're not.

Carey Nieuwhof:

And, you almost cannot over-connect in this time of disconnection. Brad, man, I can't believe how quickly time has gone. Any other trends you're seeing? You're one of my favorite trend watchers, and you always come up with stuff because, of your curation habits that a lot of other leaders don't see. What else do you think is going to be different, or what might be the same when things stabilize?

Brad Lomenick:

Yeah, well, I'll give you a few to think about. Hopefully, these will be helpful. I mean, the micro-influencer is way more valued right now than the macro-influencer, and this is... If you think about the marketing world and even going back to Fyre Festival-

Carey Nieuwhof:

Yeah, the Fyre Festival.

Brad Lomenick:

We all saw that on Netflix. But, a lot of brands have shifted to seeing the micro-influencer as the real carrier of influence, and power, and the ability to sort of third-party endorse things. That's an interesting trend. The micro school is also another one. Now, this is because of COVID. You're seeing a lot of micro-

Carey Nieuwhof:

Right, with those idea of pods and parents who are gathering together to do collective homeschooling.

Brad Lomenick:

You got it.

Carey Nieuwhof:

Yep.

Brad Lomenick:

Yeah, think 20 parents in a neighborhood, or in a community and now they're going to go hire their own teacher.

Carey Nieuwhof:

Right, yeah.

Brad Lomenick:

I mean, it may be a fad, but I think it's moving in the same direction as power. That the epicenter is the home, and we're removing the industry, whatever that looks like, the big bureaucracy, and we're taking back sort of the power for us to actually curate, and develop and build what we want to actually build. What does Levi call it? He calls it the-

Carey Nieuwhof:

Watch parties?

Brad Lomenick:

Home circles, or... Watch parties, sorry, thank you. Yeah, that's just seems to be where some of the energy is headed. Obviously, in the real estate world, mergers, acquisitions, all of that's going to happen in a rapid pace, because of everybody wanting to get rid of their office space. There's going to be a lot of real estate available. And, I still will go back to the trend of... Is the recent research from Barna that one out of five churches may not make it?

Carey Nieuwhof:

Yeah.

Brad Lomenick:

Is that fair?

Carey Nieuwhof:

Yeah, 20%. I haven't checked in the last few weeks, but yeah, it's around 20% thinking they may not make it.

Brad Lomenick:

Which is devastating, and with that, the question of what happens to that property, what happens to the real estate?

Carey Nieuwhof:

Right, yeah. Like-

Brad Lomenick:

So, can we create a merger and acquisition mindset that says, "You're struggling. What if we take your real estate, and we combine it with this church planters' incredible sense of momentum, and vision and energy and lots of people that are aggregating around it. And, we put those together? What happens then?" So, I think that's going to happen more and more. I mean, Warren Bird, he's been writing about this a while.

Carey Nieuwhof:

Yeah, and by the time this airs, they will have had an episode out on this show several weeks ago. So, you can go back, and see that where we talk about just that. Yep. Those are great trends.

Brad Lomenick:

Those are a few... I mean, I would still go back to this one, Carey, and I think I just want to continue to harp on this. As a local leader in your community, right now the question you might need to be wrestling with, or at least have at the sort of forefront of your thinking, especially with local officials, and people who are in charge is one, how can I serve you?

Brad Lomenick:

And, how can we partner to actually make an impact here locally in our city, or in our community, in our neighborhood? And, don't get so wrapped up with all the stuff that feels like it's depressing at a national, international level. And, it is, I mean, we-

Carey Nieuwhof:

It is depressing.

Brad Lomenick:

It is depressing.

Carey Nieuwhof:

Yeah, I have to turn off the news sometimes.

Brad Lomenick:

But, there's so much opportunity. I think if I'm viewing the landscape, and saying, "Where should I invest time, energy, resources?" It's local, local, local, local, local, local. Get involved locally; make a difference locally. Partner with your local officials, figure out ways to partner with your schools.

Brad Lomenick:

Don't get so distracted by all the other stuff- that is sideways energy. And, you have the ability, again, to make a difference in your city, because you're an influencer. You may not be able to have a opportunity to have hundreds of thousands of people listen to your podcast, but you can make a difference in your city, so-

Carey Nieuwhof:

Nobody should be able to out-local the local church, right?

Brad Lomenick:

There you go. Man, Tweet that.

Carey Nieuwhof:

Well, I think leaders who may not have known you before, and there would be a handful of them, know why I love Brad Lomenick so much now. And, congrats on the new podcast, H3 Leadership, and get it on all the channels. And, anything else you want to say about the podcast? But, you will be giving this in little bite sized pieces as opposed to an hour, and 19 minutes of conversation.

Brad Lomenick:

Yeah, I would say a lot of the things you, and I have been bantering about for the last hour will be what you can expect. And, as well there will be tangible links and resources and things to recommend that you can go purchase, or download, or look up on Google that day, and hopefully will help you.

Carey Nieuwhof:

Yeah, you're doing show notes, aren't you? For the podcast?

Brad Lomenick:

Oh, definitely. Absolutely, like-

Carey Nieuwhof:

Yeah, so it's not just you have to be driving along, trying to take notes, and getting tickets, or going to jail. It's like there'll be show notes, and all that will be along with the podcast?

Brad Lomenick:

Yes, you will probably find the show notes to be the fast forwarded version, and if you're looking for a quick version to go find those same things. But, at the same time, I want you to be a part of the conversation, because hopefully there'll be some value in that as well.

Carey Nieuwhof:

Well, Erin Ward who runs our little podcast here, this one, is also in charge of the Thrivacity Network. So, right now we have two podcasts on the Thrivacity Network. So, that'll grow over the next few years, but here we go.

Brad Lomenick:

That makes the network when you got two, right?

Carey Nieuwhof:

That's right. That's right. That's right. Big time, man. Big time. Anyway, Brad, it's been a joy. Hey, where can they find you? What website online for your podcast, and for all things Brad Lomenick?

Brad Lomenick:

Yeah, well, all things for me, it's just my first, and last name. Brad Lomenick on all the outlets, and I do have a website by that same name, but h3leadership.com is-

Carey Nieuwhof:

Is where they'll find the podcast, and the show notes?

Brad Lomenick:

-the podcast, and show notes. So, just go there. That's easy, h3leadership.com. Thanks Carey for, again, all you have done. You are in the ears of hundreds of thousands of leaders, and same with me. I mean, I listen to the show... Now, I'm part of the team, and I'm helping you on some stuff.

Brad Lomenick:

I listen to the show every week, and you are bringing such perspective, and insight. The way you ask questions, the things I get out of it. You frustrate me, because I have to stop a lot on my run, and actually write down stuff on my-

Carey Nieuwhof:

Well, we have show notes, Brad, I don't know whether you know that, or not. But, we do show notes, and transcripts as well, so.

Brad Lomenick:

There's something about when I can actually capture it though. It feels more important when I actually write it in my notes app. But, you disrupted my run many times, because I'm stopping to, not only write things down, but sometimes I'm stopping to pray, or to just have to think about it. Because, it's challenging me, or you've hit a nerve. So, anyway, thank you for-

Carey Nieuwhof:

Oh, I appreciate it. Do you have this with podcasts? I've put it out to listeners too. You can leave a comment in the show notes, or YouTube, or wherever. You happen to be catching this, but there are times where I find... Because, a lot of us listen to shows while we are doing something else cycling, or whatever.

Carey Nieuwhof:

But, I'll be mowing the lawn, and I'll come around the corner of the house. And, I'll remember when Tim Ferriss said, or Craig Groeschel said, or Andy Stanley said, and I'm like, "Oh, that's where I heard that idea." It's very geo-specific. Do you have that too?

Brad Lomenick:

Absolutely, yes. There's something about the journey of listening, and learning that you... I think our unconscious minds we've marked that moment, and we can remember it. I mean, I can remember running a few years ago in Atlanta, and I don't remember what I was listening to. But, it was a podcast, and there was this thought that I think the Holy Spirit just sort of downloaded to me.

Brad Lomenick:

And, I actually wrote a song. I stopped, and sit down for 30 minutes. And, I'm not a songwriter, but I wrote this song that still hasn't gone anywhere. But, that was a moment, and I know exactly where I was. It's powerful, they're like mile markers on the interstate.

Carey Nieuwhof:

Yeah, I've had few of those as well, and that's really interesting. So, I love this, well, new form. It's been around for a decade and a half, but it's finally going mainstream and really glad that you're adding your voice to it. So, I will be a listener, a subscriber, h3leadership.com. Brad, what a joy as always, won't be your last time.

Carey Nieuwhof:

So, thanks so much for being with us, and building in so many leaders, adding so much value to my life, and the lives of so many other people. I think a lot of you who don't know Brad well have no idea how much this guy does in the background to make so much run. Including our little company, so thank you, Brad.

Brad Lomenick:

Thanks for having me on Carey. Always honored to be a part.

Carey Nieuwhof:

So, I am subscribing to Brad's new podcast. He has been hugely influential in my life, and my thinking. A good friend, and also a good colleague, but we've got a special offer for you. If you head on over to h3leadership.com, and enter your email to subscribe to receive the latest episode in your inbox. Brad is going to choose two winners to receive a 45 minute coaching call.

Carey Nieuwhof:

The winners will be announced on his new podcast, H3 Leadership with Brad Lomenick. So, head on over 45 minutes with Lomenick is like, I don't know, four hours with other leaders. He's just so rich, and so focused on you. I just love Brad, so go to h3leadership.com. That's a special offer for listeners of this podcast.

Carey Nieuwhof:

He's going to pick two of you, and he will coach you. So, I think that's pretty cool. Make sure you subscribe. That is going to become quickly one of my go-to podcasts now that it is live. So, next episode we're talking with Lecrae. Lecrae was topping the billboard charts. He's winning Grammys. Top of his career. Things are coming undone internally.

Carey Nieuwhof:

So, we sit down, have a conversation. We met in a green room about a year ago, and that's where he and I sort of compared burnout stories. And I'll tell you, it was a fascinating conversation. So, we're bringing that to you next week. Here's an excerpt.

Lecrae :

My friends, I felt like the air started changing around me, and different conversations were happening. And, it was like my friends couldn't... It was Like, "Hey, man I got to go talk to this person about this deal." And, they're like, "Deal? What do you mean deal? Aren't we playing basketball?" And I'm like, "I can't. Man, I got to talk to Dr. Dre, and Pharrell are on the phone." And, he's like, "What?" These massive things, and my friends were just like, "I don't understand, why are people screaming your name? What is going on here?"

Carey Nieuwhof:

Because you've been Lecrae to them for years, right?

Lecrae :

Exactly, exactly. So, it was a mixture of me trying to walk in these new shoes, and them trying to figure out what these shoes were, and just trying to... It's a lot to just process.

Carey Nieuwhof:

Now, subscribers you get that absolutely free. That's a powerful conversation. Andy Stanley is coming on for a couple of appearances in the next few months. We've got Scott Beck, and Pat Gelsinger, who was the first... Well, he's actually the CEO of VMware, and the first CTO of Intel Computers. Who else do we have? Jon Gordon, Todd Wilson, Thom Rainer, Lysa TerKeurst just in that interview is so good.

Carey Nieuwhof:

Beth Moore, Bob Westfall, Patrick Lencioni has just decided to come back on to talk about something he's really excited about, and so much more. Subscribers, you get that all for free. Thank you so much for sharing. Thank you so much for supporting the people who make this possible. It's time for What I'm Thinking About. I want to talk to you about the future of online church, and how I think buildings are going to change in the future.

Carey Nieuwhof:

The segment is brought to you by ServeHQ. Checkout their online subscription tools for churches at servehq.church to get a free no obligation 14 day trial account. And, how about having a completely remote team to run your live stream services? Go to livecontrol.io/carey, sign up for a free demo today, and remember they have a special on right now.

Carey Nieuwhof:

So, anyway, I wrote a post recently on my website called The Church Has Left the Building. I've been thinking a lot in the six, seven months since COVID about what's going to happen to our buildings in the future. About 55% of churches are back in their buildings. Attendance is bismally low, and I'm running into more and more Christians.

Carey Nieuwhof:

And, I just think attendance is not going to be what it used to be. In fact, I haven't had a single guest I've interviewed this year on the podcast who thinks we're going to surge past where we were pre-COVID in terms of in-person attendance levels. Which is pretty devastating, right, for pastors. This is how we've done church for a long time.

Carey Nieuwhof:

I want to give you an alternative position, and tell you about an opportunity to really drill down on this. So, I think most Christians who are not returning to church are actually not leaving Christianity. Yes, some people are deconverting, and it happens all the time, but they're not leaving Christianity. They're not even leaving your church. They're just not coming back to the building.

Carey Nieuwhof:

And, that is a paradigm shift. Your church is still around. The church is still around. It's just kind of left the building. Now, this is not just a COVID thing like, "Oh yeah, when we get a vaccine. And, blah, blah, blah, blah, blah. It's all going to be better."

Carey Nieuwhof:

No, if you look at historic attendance patterns, they've been dropping for every demographic for two decades. Boomers, elders, Gen X, Millennials, all attending church less often. Crisis as an accelerator. I think this has been an acceleration. And, even before COVID, 57% of church going Americans said, "We're kind of getting bored with the way church is." Yeah, I know you don't like to hear that. I don't like to hear that, but it's true.

Carey Nieuwhof:

I think today, and this is a change opinion for me, infrequent church attendance in this culture is not necessarily a sign of decreasing devotion. It's a sign of a shifting culture. Everything has moved online. Everything has moved home. The question is, will your church actually do that? And, just because someone isn't attending your service in person doesn't mean they're not part of your church.

Carey Nieuwhof:

So, what do you do? Number one, I would ramp up digital engagement. Just because someone isn't in the building doesn't mean they're not engaging. So, how can you engage the people online? After all, the church was never about attendance. For two centuries nobody attended a church building, because there were no church buildings. People are like, "Well, what about gathering together?" People, they gathered in homes, and that's what they're doing now, right.

Carey Nieuwhof:

So, early Christians didn't attend church. They were the church in their homes, in the community, in the world. And, I think that's the future. And, Jesus didn't say, "Attend me," he said, "Follow me." So, couple of thoughts, what does this mean for you if you're a church leader? And, this has application for business as well as you think about the location from a facility to home being the new hub.

Carey Nieuwhof:

First of all, I think churches that equip Christians will quickly eclipse churches that gather them. The goal for the last century, or two has been to gather people in a building. And, I think there's going to be a

pivot, and it's going to be huge. And, those of you who get in on it early are going to benefit. Right now, most pastors are using church online to get people into the building.

Carey Nieuwhof:

In the future, most pastors will use the building to reach people online. Let me say that again, okay. Because, this is a head spin, okay. But, I really think this is the case. Most pastors are using church online to get people in the building right now. In the future, most pastors will use the building to reach people online. Yes, you need a hub. Yes, you need a campus. Yes, you need a broadcast location.

Carey Nieuwhof:

But, what if, instead of saying, come here, come here, come here, come here, come join us for the service. You'll always have people in service, but you need to know most of the people you're trying to reach are online. So, it becomes like a studio, right. I'm broadcasting this from my basement. I have a very nice office in my basement. We renovated about five years ago.

Carey Nieuwhof:

But, I'm using this building to equip you, and will be equipping a lot of you this month. Okay, and I think that's what's going to happen with the church, is that you're just going to equip people where they are. So, rather than using church online to get people into your building in the future, most pastors use the building to reach people online.

Carey Nieuwhof:

Now, if you think, "Well, that sounds kind of limiting, and depressing." Look, I'm alone in my basement. In August, we reached over 400,000 people with this podcast. In September, I'm recording this a little bit in advance, it'll probably be a similar number. Okay, so if you're like, "Well, I want 200 people in the building." What have you reached 4,000 by using your building to reach people online. You see that?

Carey Nieuwhof:

In the future churches that equipped Christians wherever they are, will eclipse the churches that gather them. And, that means your online attendance will outpace your in-person attendance. See, I just think this is true. Everyone in your church is online. Everyone you're wanting to reach is online, and there's so much to gain. But, here is your problem. Your problem is that you're like, "I don't know how to engage people online."

Carey Nieuwhof:

Well, I can help with that. We have a brand new live event that we are putting on October 8th called The Online Church Engagement Summit. It's absolutely free. And, I sit down. It's only 90 minutes. It's not one of those 400 speakers over four days things. No, it's 90 minutes, four people. Me, Bobby Gruenewald who literally invented Church Online and YouVersion. If you ever use a YouVersion to read your Bible, Bobby created it.

Carey Nieuwhof:

We're going to talk about online engagement. He has gamified Bible reading, and they have hundreds of millions of downloads. We're going to explore his brain. We're going to talk to Nona Jones on Facebook.

This transcript was exported on Oct 04, 2020 - view latest version [here](#).

She's in charge of faith-based partnerships at Facebook, and we're going to talk about... She wrote a great book called From Social Media to Social Ministry, how to do that online.

Carey Nieuwhof:

And, I've got Levi Lusko. Now, one of the reasons I wanted to have Levi, number one, he's sort of younger next-gen. Secondly, he leads a large church in an unlikely area, Montana. Okay, so if you're a rural church, or like, "My people aren't on the internet." Levi's going to talk about the future of church. What gathering looks like, how to leverage online. And, then I'm going to do some teaching too.

Carey Nieuwhof:

But, we're going to give you free content for you, and your team. It's a hundred percent free, and what you need to do is head on over to onlinechurchengagement.com. Just go to onlinechurchengagement.com, and you will be able to register you, and your team for free.

Carey Nieuwhof:

There are two webinars on October 8th, one in the afternoon, Eastern Time, one in the evening. So, if you head on over there, we would love to see you there. Just go to onlinechurchengagement.com, register for free while you still can. I'm so grateful for you.

Carey Nieuwhof:

We are coming back with a fresh episode, and that will be well next time with Lecrae. Really looking forward to it. Thank you so much for listening, and see you at the summit too. Head on over to onlinechurchengagement.com before it's too late. And, yeah 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.

PART 4 OF 4 ENDS [01:38:25]