

Understanding the DNA Coaching Transformation Process

Desert Southwest Conference

Don Nations – DNA Coaching

What is the DNA Coaching transformation process?

The DNA Coaching transformation process is an intentional three year journey to help congregations and leaders perform at a higher level. The process includes training events, coaching sessions, a consultation report process, ongoing support by a trained coach, access to dozens of resources and much more. It is anticipated that more than 30 churches in the Desert Southwest Conference will be participating in this effort during the next three years. The process will be led by Dr. Don Nations, President of DNA Coaching.

What are the goals of the transformation process?

In addition to many other great outcomes, the transformation process is focused on three primary outcomes: (1) an increase in worship attendance, (2) an increase in the number of professions of faith and (3) an increase in the number of people involved in intentional spiritual formation.

What kinds of topics will be covered in the training events?

Likely topics include the following: Hospitality and Guest Follow-Up, Effective Strategies for Reaching Your Community, In Search of Young People, Designing Great Worship, Creating a Positive Leadership Environment, Keys to Working Well with Others, Planning and Evaluation, Becoming a High-Impact Church and more.

How much time will be required of the pastor and the church?

Every church should be about the work of transformation. It is the job of every church to be reaching out to include an ever-increasing number of people. The transformation process is designed to strengthen churches and make the process of change both more intentional and more manageable. The process will not require a great deal of additional work on the part of the pastor and other leaders of the church. It may encourage them to work in a

different way or towards some different goals, however. It will also provide them with skills and strategies for accomplishing tasks that are essential if the church is going to improve its performance.

Why is the process three years long?

Sustainable, lasting change rarely happens in a very short period of time. It takes a while for a church to develop new programs, evaluate existing programs and take the steps necessary to bring about improved performance. Three years allows the coach and the leaders of the church to journey together as the congregation implements its plan of action.

Does each year of the transformation process have a different emphasis?

Yes. The first year the emphasis is on hospitality, guest follow-up, increasing the number of first-time guests and improving and expanding worship. The emphasis of the second year is on the consultation report. This will likely involve the congregation in process that will last several months and which culminates with the delivery of a comprehensive consultation report. In the third year, the emphasis will be on implementing the recommendations in the consultation report.

Why is the conference engaging in a transformation process?

The conference is committed to helping local churches and reaching out to those who currently do not attend a church. We believe that this process will help strengthen our leaders and our churches. Churches are being asked to perform at a higher level so it is only fair that the conference offer them assistance to achieve this goal.

What is DNA Coaching and who is Don Nations?

DNA Coaching is a full-service coaching and consulting firm which has worked with hundreds of congregations across the United States. It was started by Dr. Don Nations. Don is an Elder in the Florida Conference and has successfully led transformation in the churches he has served. He is currently appointed to serve as the President of DNA Coaching. Don has a B.S. in Psychology from Florida Southern College, a M.Div. from Asbury Theological Seminary and a D.Min. from Columbia Theological Seminary. He also serves as an Adjunct Professor in the Department of Psychology and

Behavioral Sciences at Argosy University. You are invited to learn more about DNA Coaching and Don Nations at www.dnacoaching.com.