


LIKE JESUS

DANN SPADER



DISCIPLE MAKING METRICS

HOW TO MEASURE YOUR
EFFECTIVENESS AT DEVELOPING
DISCIPLE-MAKERS

A [DISCIPLESHIP.ORG](https://discipleship.org) RESOURCE

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Disciple Making Metrics

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INTRODUCTION

Definitions for Disciple Making Metrics

WE MEASURE WHAT we value. We do not measure what we *do not value*.

Measuring and recording weekly donations and attendance statistics says that we value bodies and bucks. Many churches choose to measure the big four: bodies, bucks, baptisms, and buildings.

Easy to measure, these big four are often surface-level measurements. They describe what the American culture tends to value: How many came, how much did they give, and do we have any new buildings? While helpful, these big four tell us very little about our main mission as the church: disciple making. At least that should be our main mission as the church. These metrics can even communicate values that are contrary to what should be most important to us—the making of disciple makers.

Unfortunately, attendance numbers can be increasing, the budget growing, baptisms taking place, and new buildings added without genuine growth happening or the true development of reproducing disciple makers.

We must measure the right values.

A Parable of Sorts

Imagine a businessperson who raised funds to build a shoe factory. After a year of raising funds, he hires 100 employees, builds a factory, and everyone starts working hard. At the end of the first year, the shareholders come to him and ask him how many shoes he has made. He answers, “Well, we really don’t know, but everyone is working hard and we are very busy.”

“What?” the shareholders exclaim. “Aren’t you keeping track of how many shoes you’ve made?”

“Well sort of,” the foolish entrepreneur responds, “but since everyone has their own definition of a shoe, it has been hard to accurately measure.”

“Don’t you have a prototype of what you are trying to produce?”

“No, not really. Everyone is doing what seems best in their own eyes, and we just assumed that a shoe would one day surface. But don’t worry, everyone is working very hard and keeping very busy.”

As a shareholder, would you continue to support this shoe factory?

Of course not!

Why should it be any different in the ministry of the church? Our mission is clear: make disciples who can make disciples (Matt. 28:19). This begs the question, how are we measuring how we are doing at this mission?

Are we making the same mistake as the foolish businessperson by measuring the wrong things (or by not measuring at all)? Are we assuming that because every kingdom-worker is busy, we are accomplishing our mission? Are our metrics helping us measure our progress, or lack of it? Measuring only the traditional big four, while helpful, does not help us determine if we are developing reproducing disciple makers. People in our churches are all at different stages of the disciple making process, and our metrics need to measure if we are moving people through that process.

For Christ followers who are committed to making disciple makers, it is critical we get this right. Failure to measure properly the right things can undercut everything else we try to do. Our metrics must reinforce, not hinder, our true mission. Wrong metrics can undercut our disciple making message.

Before we jump into how to measure our progress as disciple makers, let me first begin with some major clarifying definitions of disciple making metrics.

The Definition of a Disciple

We must first define what a disciple looks like (remember the analogy of the “shoe”).

I especially like the simple, transferable definition of a disciple from Matthew 4:19, communicated by Jim Putman and Discipleship.org:

A disciple is someone following Christ (“follow me”), being changed by Christ (“and I will make you”), and committed to the mission of Christ (“fishers of men”).

This definition is relational (“follow me”), intentional (“I will make you”), and missional (“into fishers of men”).

While there are many good definitions of a disciple, this definition is biblically-centered and easy to remember. It clearly captures the essence of the mandate in Matthew 4:19 and Mark 1:17, when Jesus told the disciples to “follow me, and I will make you fishers of men.”

The Definition of the Disciple Making Process

The Greek word for “disciple” (*mathetes*) is defined as a “learner engaging in an apprentice relationship with a teacher.” This involves a clear process of becoming more like the teacher, or in the Christian context, Jesus. In my book *4 Chair Discipling* by Moody Press, I lay out the **four challenges of Jesus** as seen in a chronological study of Jesus’ life. I define four clear steps in the process of becoming a disciple as measured by my metaphor of **four chairs**. These four chairs clearly communicate the four challenges of Jesus given chronologically as he engages his initial disciples and develops them into “fully trained” disciples (Luke 6:40):

1. “Come and see” (John 1:39) is the challenge given to seekers. It is the challenge to come and investigate the faith. This is Chair 1, a metaphor used to correspond with Jesus’ first challenge.
2. “Follow Me” (John 1:43) is the challenge given to new believers. It is the challenge to walk alongside and learn from him. This is Chair 2, a metaphor which corresponds to Jesus’ second challenge.
3. “Follow Me and I will make you fishers of men” (Matt 4:19) is the challenge given to workers. This challenge moves into equipping disciples to mirror the lifestyle of Jesus. This is represented by Chair 3 corresponding to Jesus’ third challenge.
4. “Go and bear fruit” (John 15:16) is the challenge given to fully trained disciple makers to go out and repeat the process with others. This is Chair 4, the fourth challenge of Jesus.



Challenge	Come and See <i>John 1:39</i>	Follow Me <i>John 1:43</i>	Follow Me... Fish for People <i>Matt 4:19</i>	Go and Bear Fruit <i>John 15:16</i>
Description	Dead/Lost	Child	Young Man	Father (parent)
Biblical Name	Seeker	Believer	Worker	Disciple-Maker
Biblical Concept	Win	Build	Equip	Multiply
Basic Needs	<ul style="list-style-type: none"> • Gospel • Answers • Christian friends 	<ul style="list-style-type: none"> • Identity • Explanation • Parenting 	<ul style="list-style-type: none"> • Ministry • Opportunities • Peers 	<ul style="list-style-type: none"> • Wisdom • Other models • Mentors
Skills Needed		<ul style="list-style-type: none"> • Walk • Talk (w/God & others) • Feed themselves • Clean themselves 	<ul style="list-style-type: none"> • Run • Tell God’s story • Feed others • Holy Spirit power 	<ul style="list-style-type: none"> • Endure • Defend truth • Teach Word right • Holy lifestyle
Lasting Fruit	No fruit	Fruit	More fruit	Much fruit
Other Needs	CPR	Milk	Meat	Meat
Further Description	<ul style="list-style-type: none"> • Confused • Unbelieving 	<ul style="list-style-type: none"> • Dependent • Immature 	<ul style="list-style-type: none"> • Independent • Maturing 	<ul style="list-style-type: none"> • Dependable • Mature
Language	Meistic	I oriented	We oriented	Others oriented
End Product	*Conversion	*Serving others	*Reproduction	*Multiplication

This disciple making process begins with seekers, involves new believers, demands the equipping of the few workers, and ultimately ends in sending out proven disciple makers back into the harvest field. *True, biblical disciple making is the whole process of winning the lost (Chair 1), growing the believer (Chair 2), equipping the worker (Chair 3), and sending out the proven multiplier (Chair 4).* Biblical disciple making begins and ends in the harvest field.

True, biblical disciple making is the whole process of winning the lost, growing the believer, equipping the worker, and sending out the proven multiplier.

This disciple making process is our calling. We begin with people where they are and move them to the next step in the disciple making pathway. Historically, the term “discipleship” tends to be just the growing of believers, whereas disciple making involves the whole of process of all four challenges. Disciple making is our mandate as Jesus told us to “go and make disciples” (Matt. 28).

The Definition of a Disciple Maker

A disciple maker is simply a person who enters into relationships with people to help them follow Christ, be changed by Christ, and enter into the mission of Christ (Matt. 4:19). Ideally, disciple making begins with lost seekers and ends up sending the fully trained disciples back into the harvest field to help more lost seekers move toward Christ. Disciple making begins with people where they are, and then moves them to the next step in the disciple making process.

A disciple maker is simply a person who enters into relationships with people to help them follow Christ, be changed by Christ, and enter into the mission of Christ.

Anyone who intentionally uses their life to impart Jesus’ character and priorities to others, moving them through the disciple making process, is a disciple maker. All Christians are called to this task. We need to continually be asking how we can be more effective in walking, living, and discipling like Jesus.

Using Proper Terminology

We—as Great Commission disciple makers following the command of Christ in Matthew 28:19—must get our terminology correct. Our mission is clearly making disciples, not just to “do discipleship.” Jesus did not say “Go and do discipleship”; he said, “Go and make disciples.” Discipleship, historically, is what you do with believers. Disciple making involves the whole process of winning the lost, growing the believers, equipping the workers, and sending out proven multipliers to repeat the process.

When we don’t define “discipleship” well, maybe we ought not use the term. It wasn’t until 1850, anyway, that the word first surfaced, when Charles Adams separated the command to “make disciples” into two parts—evangelism and discipleship. Unfortunately, today when you mention disciple making, 90 percent of people think of “discipleship,” which to them means deeper Bible studies, growth level

curriculum, or more programs. Terminology matters. Growing and grounding new believers is important, but it is only one part of the disciple making process.

Clearly Defining the End Product

Stephen Covey in his book *Seven Habits of Highly Successful People* says we need to begin with the end in mind. The end product of the whole disciple making journey is not just reproduction but also, and ultimately, multiplication—disciples who make disciples (spiritual grandchildren).

While training several hundred staff of a large mega church, I noticed one day the impact made by a statement I made in passing. The statement was simply this: “You haven’t truly made a disciple until they in turn make a disciple.” This simple statement clearly communicated that disciple making is about reproduction, and if reproduction doesn’t happen, we haven’t completely made a disciple. Only if this process of disciples making disciples is replicated over and over again to several generations do you end up with a movement of multiplying disciple makers.

You haven't truly made a disciple until they in turn make a disciple.

While multiplication is the ultimate end-product of true disciple making, *in this short book, I seek to define the metrics we need to measure the most critical end product of each step of the disciple making journey.*

We will begin by discussing metrics in the context of the local church, and then conclude with some simple metrics for the individual disciple maker.

Disciple making is both individual and corporate (meaning church-wide or ministry-wide). Disciples are made as individuals who impart their lives to others. However, the church must support the individual disciple making pathway. Churches must design events that help move people through the four-step disciple making pathway in cooperation with individual disciple makers’ efforts.

Our ultimate goal will be to see and measure clear progress in the reproduction of proven disciple makers being sent out. Metrics help us measure our progress in this four-step pathway.

Jesus as Our Model

I write this book from a deep conviction that Jesus is our model for disciple making. While many people focus on the message of Jesus when discussing discipling, I have found great insight by going deeper and looking at the very model of Jesus’ life and ministry.

I believe there are at least two important ways to exegete (that is, analyze and study) the life of Christ. Using a chronological approach, by studying what Jesus did the first year, second year, third year, and into his fourth year, we can reconstruct Jesus’ model of disciple making.

The first way to exegete Jesus’ life is to study how he made disciples. The second way is to look at how Jesus as a leader built a movement of multiplying disciples. How Jesus made disciples differs from

how Jesus as a leader built a movement. Ultimately, I believe that both approaches to understanding Jesus' life and ministry are helpful.

The study of how Jesus built a movement is more complex; therefore, in this book, we will focus primarily upon how Jesus made disciples and the metrics needed in that study.

But to begin with, it is my deepest conviction that Jesus was all about multiplication. His mission was not to reach the world as much as it was to make disciples capable of reaching the world. His laser focus was on multiplication.

We can see this on several levels, but let me give you two examples.

First, in John 15 we see Jesus giving his disciples some last words before he goes into Gethsemane. He speaks about no fruit (v. 2), fruit (v. 2, 4), more fruit (v. 2), and much fruit (v. 5, 8). Fruit in the Bible is always a picture of multiplication. Genesis 1:28 says, "God blessed them . . . be fruitful and multiply." Any farmer knows that fruit is always a picture of multiplication. In John 15:8, Jesus clearly says, "By this is my Father glorified, that you bear much fruit and so prove to be my disciples." God's agenda is for every believer to be in the "much fruit" category of living. Jesus points this out to his disciples as he gives them some final teaching in John 15.

Second, on an earlier occasion, we find the only time Jesus is recorded to be "full of joy by the Holy Spirit" (Luke 10:21). The context of this is critical to understanding the heart and passion of Jesus. While the Bible three times records that "Jesus wept" (Luke 11:41, John 11:35, and Heb. 5:7), only once does it record Jesus "full of joy by the Holy Spirit." The context of that passage in Luke 10 tells us so much about Jesus' ministry passion.

In Luke 9, Jesus sends out the Twelve apostles two by two, and they come back full of joy. Jesus then takes them on a retreat. But in Luke 10, Jesus sends out the Seventy Two (the "next generation" of disciples, lay people) two by two, and when they come back "full of joy," Jesus is "full of joy by the Holy Spirit."

Why?

Because for three and a half years, Jesus' passion was not to reach the world, but to train his disciples to reach the world. After three and half years, they were now getting to the place where they could reproduce disciples, and Jesus knew his strategy would work for the two billion believers who live 2,000 years later. Why? He knew that without trained disciples, a movement is just a generation away from dying. Jesus' movement was laser focused upon multiplication.

A fully trained disciple will not only reproduce but also eventually multiply. This was the goal of Jesus' focus and passion. In Acts 8:4, you see this fully happening. As persecution hit the New Testament Church, the apostles stayed in Jerusalem, but the lay people were scattered. And everywhere they went they preached the gospel. These lay people were eventually responsible for starting the Antioch Church—the model New Testament Church started by lay people making disciples.

The genius of Jesus was how he took uneducated and common men and masterfully developed them into reproducing disciple makers. We need to continually study his life to see how he developed his disciples.

The four challenges of Jesus given chronologically (“come and see,” “follow me,” “follow me and I will make you fishers of men,” and “go and bear fruit”) introduce us to the four-step process that Jesus used to move people toward that desired end-product. He relationally knew what his disciples needed in the process of becoming fully trained (Luke 6:40). Then, Jesus masterfully and intentionally helped them take that next step.

The genius of Jesus was how he took uneducated and common men and masterfully developed them into reproducing disciple makers.

Disciple Making Metrics for Your Church or Ministry

With all of this in mind, I now want to suggest four major metrics disciple making churches should use to keep track of their disciple making process. Each metric will help measure the progress in the disciple making pathway that Jesus modeled in his four challenges written about in detail in my book *4 Chair Discipling*.

If you help lead a ministry that is just beginning to collect metrics, I encourage you to begin by focusing on just these four major metrics. Keep the process simple as you begin to measure your effectiveness at making disciples. Later, as you master the four major disciple making metrics, you can begin to add the additional metrics that are suggested below on the worksheets.

MAJOR METRIC 1

CONVERSIONS

FOR A PERSON who is biblically “lost” or “unsaved” the journey of discipling begins with the challenge to “come and see.” This phase can happen quickly or last several years. But the desired end product of this phase is for the seeker to be brought to the foot of the cross, to fully hear the good news of the gospel, and to make the decision to “repent and believe.” A true decision to “turn from idols to serve the living and true God” (1 Thess. 2:9). In most church situations, this is celebrated by baptism, an outward expression of an internal transformation.

There are basically two ways to grow a ministry:

Transfer Growth, which happens when believers transfer from another church or ministry. While this can demonstrate a healthy church environment which attracts other believers, our focus in this metric should not be on transfer growth but on achieving our mission of making disciples through new converts.

Conversion Growth happens when lost people come to trust Christ and become a part of our local body. Conversion growth is the first step Jesus modeled as he challenged seekers to “come and see.” His message—like John the Baptist’s—was, “Repent, for the kingdom of heaven is at hand” (Matt 4:17), resulting in a person putting their faith in Jesus through repentance and belief.

The key metric here is how many new people are crossing the line and putting their faith in Jesus, resulting in true conversions? Since disciple making is our mission, we must measure growth by conversions, not just transfers. You can have great transfer growth, yet not be accomplishing the mission of making disciples. That’s why conversion growth is a major disciple making metric.

The key metric here is how many new people are crossing the line and putting their faith in Jesus, resulting in true conversions?

The Importance of Conversion Growth

As a church or ministry, we need to measure from year to year how well we are accomplishing this first step in the disciple making pathway. Are we seeing people brought to the foot of the cross and trusting Christ as their Savior? This can be best answered by measuring our *conversion growth percentages*.

Since disciple making is our mission, we must measure growth by conversions, not just transfers.

I'm not suggesting we simply measure how many people come to trust in Christ. It is more helpful to measure our conversion growth *percentage*. Since there are several methods of defining this, below is how I believe this metric should be determined.

Conversion growth percentage is determined by taking the number of new converts in our ministry in a given year and dividing it by the number of regularly attending believers.

The formula is $Cg\% = C/B$.

The goal is to find *conversion growth* ("Cg"). Let me show you how this works:

- a. Answer this question: How many people became Christians through our ministry and were assimilated into our ministry this last year (usually measured by baptism)?

Insert the number of new conversions ("C") = _____

- b. Answer this question: How many regularly attending believers do you have? This is the average attendance over the last year.

Insert the number of regularly attending believers ("B") = _____

- c. Use those two numbers to calculate the conversion growth rate for the past year ($Cg = C/B$):

	Example #1	Example #2	Example #3
C (conversions)	C = 3 (new conversions)	C = 120	C = 600
B (believers)	B = 100 (regularly attending believers)	B = 1000	B = 10,000
Cg (conversion growth)	Cg = 3% (conversion growth percentage)	Cg = 12%	Cg = 6%

The number from dividing C by B is Cg—which is your conversion growth percentage.

Church growth experts tend to agree that a healthy goal here would be to see a 10 percent conversion growth rate, resulting in a doubling of your church every 7.2 years through new conversions.

Unfortunately, the average church in America is seeing a 2–3 percent conversion growth rate (two to three new converts for every 100 believers), with up to 50 percent of churches in America never seeing a single convert in a given year.

A 10 percent conversion growth rate can be accomplished simply by every believer leading one person to Christ every ten years and discipling them to reproduce. In the youth ministry segment of a

church I used to work for, we always targeted a 15–25 percent conversion growth rate in this segment of ministry, since every four years we had a totally “new” ministry as kids graduated. Plus, students tend to be much more receptive to sharing the gospel and easier to reach with the gospel.

It is healthy for ministries not just to calculate their present conversion growth rate, but to look back and calculate the conversion growth rate over the last five years. This will show trends in your ministry and help you see your past success at evangelism.

I also then encourage ministries to set some faith goals for the future. It is fascinating to me that any church that sets “faith goals” for the future tends to see a doubling of their conversion growth rate, without doing anything different except for beginning to ask and pray for new converts. God delights in his children beginning to pray and trust him for new converts.

WORKSHEET FOR MAJOR METRIC 1

Conversion Growth Percentages

As you think about your metrics for this first step, go through the following worksheet in order to measure your ministry's history of conversion growth. Remember that conversion growth is calculated by the number of new converts (you may choose to use baptisms) over the number of regular attending believers ($C_g = C/B$).

If you lead a segment ministry—such as men's ministry, youth ministry, or women's ministry—calculate this for just your segment, not the whole church. If you lead the whole church, I encourage you to calculate this from a church-wide perspective and then begin to design ways to regularly collect this information.

What is your history for conversion growth?

	5 years ago	4 years ago	3 years ago	2 years ago	1 year ago
C					
B					
Cg					

What faith goal do you think God would want for your ministry in the future?

Next year	in 3 years	in 5 years

A “faith goal” is a God-dependent goal. A “work goal” is what we do as we work together with God to achieve our faith goal.

When we establish faith goals for the number of new converts we want to see, and then pray and labor toward these goals, conversion rates tend to increase because of the clarity of focus and inten-

tionality of prayer the goals bring. Jesus told us to open our eyes and look at the fields! They are ripe for harvest (John 4:35).

Then, the work goal of evangelism (that is, our effort) is to measure how many times we are actually engaged in sharing our faith to demonstrate our faithfulness in evangelism. We need to keep working the process of what I call “Spiritual CPR” (which stands for “cultivate, plant, reap,” more on this below) regardless of how many people respond to Christ. God wants faithfulness in this area.

ADDITIONAL METRICS 1

Metrics That Go Alongside Conversions

As you master the major metrics in this book, consider additional metrics that can also be measured. In this section, I'd like to point you to some of those additional metrics.

The process of people coming to faith is ultimately composed of at least three smaller steps toward faith in Christ Jesus. As I mentioned, I like to call this process Spiritual CPR, which we can see in Isaiah 28:23–29 and John 4:36–38. (I write about this in more detail on pages 61–63 of *4 Chair Discipling*).

Spiritual CPR

“C” stands for “Cultivation,” the act of becoming friends with a lost person. Consistently, it has been demonstrated that the typical non-Christian must develop at least five relationships with Christ followers before they will be ready to trust the message of the gospel. Jesus, on at least two occasions, was called a “friend of sinners” (Matt. 11:19; Luke 7:34). Every Christ follower seeking to “walk as Jesus walked” (1 John 2:6) must also ask themselves, *How many non-Christians would call me their friend? Am I cultivating friendships with non-Christians?*

“P” stands for “Planting,” the injecting of truth into that new friendship. Once we have developed a healthy relationship with a seeker, how then do we “plant” seeds of truth into that friendship? This can happen by telling our personal story, sharing what God is teaching us through his Word, or simply, like Paul modeled, “proclaiming the kingdom of God and teaching about the Lord Jesus Christ with all boldness” (Acts 28:31).

“R” stands for “Reaping,” which is clearly and concisely explaining the gospel and calling for a response. This involves a clear presentation of the gospel with a personal call to respond. This demands that we clearly train our people in what the gospel is and teach them how to share it. This can be done through a variety of simple gospel presentations, such as the Four Spiritual Laws, Steps to Peace with God, or something like the commonly practiced illustration of “The Bridge.” We must not automatically assume that our people know how to share the gospel.

Each of these three steps is critical to bringing the seeker to the foot of the cross, where they can clearly hear the good news. These three steps can happen within a few moments, as Jesus modeled in John 4 with the Samaritan woman, or they can take several months or years, like Nicodemus in John 3.

Measuring Spiritual CPR

It would be helpful to measure some of these smaller steps to know how many people are working the process of Spiritual CPR in your ministry. Some of the questions to measure are:

How many non-Christian friends have your people established relationships with?

In the Like Jesus App, this can be digitally collected church-wide by having your people download the app and fill out their “circles” on the App. This helps you collect data on how many lost people your church is regularly praying for (visit likejesus.church for more information).

*How many times have your people had a chance this week to have a spiritual conversation with a seeker?
How many this month?*

How many times have you shared the gospel this week? This month? This year?

Some churches train their people to report these conversations or do something visible like lighting a candle on your church platform. These practices can serve as visible reminders of why we exist and a personal challenge to never have the candle unlit.

A baptism ceremony is an important time to gather critical metrics to determine who in your church is actively sharing their faith. The following metrics can be collected during preparation for a baptism:

Who played a key role in your coming to Christ and how?

Who led you to Christ?

Was anyone else instrumental in your coming to faith?

What activities helped you turn toward Christ?

On any given Sunday, after speaking about the importance of sharing our faith (Philem. 1:6), you can gracefully ask for everyone to write on a 3x5 card answers to the following questions:

Have you had the privilege of leading someone to Christ?

Have you played a key role in someone trusting Christ?

Disciple Making Metrics

What programs have been most helpful in giving you an opportunity to invite your lost friend and begin to share your life with them?

Other helpful metrics are:

How many visitors do you have attending each week?

How many second- or third-time visitors return?

How many seeker small groups do you have going?

How many people are engaging in your “next steps membership class”?

MAJOR METRIC 2

SERVICE

FOR A NEW believer or a “baby Christian” this second challenge of Jesus begins with “follow me.” The Greek phrase for “follow me” literally means to “walk in my steps or learn of me, to reorganize your life to follow behind.” It is a deeper challenge than “come and see,” and fulfilling it demands personal study, learning, and seeing someone model it.

This will ultimately be fully realized through a new Christian becoming “others oriented” and wanting to serve others.

New, baby Christians need to learn at least five major skills to grow on this journey toward Christ-likeness:

1. They need to learn their *identity* (“whose” they are). The Bible lists thirty-three things that happen to a person at conversion, when someone becomes a “new creation in Christ” (2 Cor. 5:17).
2. They need to learn how to *walk* (taking the first steps of walking in the spirit) (1 John 2:6).
3. They need to learn how to *talk* (telling their story, then God’s story).
4. They need to learn how to *feed themselves* (learning to feed themselves from the Word on their own).
5. They need to learn how to live a *cleansed life* (the act of ongoing repentance and faith).

These are basic skills that most literal infants learn within the first two years of their life.

Most families celebrate these first baby steps in our own children’s lives, and we need to do the same with baby Christians in the body of Christ. Children learn their identity, how to walk, how to talk, how to feed themselves, and how to live the cleansed life (potty training!). Christians need to do the same in order to grow into maturity.

Without developing the basic skills of childhood, we end up with twenty-year-old Christians who still need diapers and are unable to feed themselves. How sad that is. How many churchgoing people have yet to learn these basic skills because as a church we’ve never developed some basic discipling principles?

The end product of these five basic skills is moving toward adolescence, or others-orientation. The conversation of a baby is “me . . . me . . . me,” but a growing child begins to become socially aware and is concerned about the needs and interests of others (Phil. 2:20).

A disciple maker will see this growing maturity when their disciple begins to express genuine concern for family or friends who do not yet know Jesus. Or it may surface in a genuine desire to serve others due to a growing awareness of what God has done for them as they have become “rooted and established” and now “overflow with gratitude” (Col. 2:6–8).

While it can be harder to measure this step of the process, the clear end-product for this phase is “acts of service” (beginning to care about the needs of others as more important than ourselves).

The key metric here is serving others.

The key metric here is serving others.

Service should be measured by what percentage of your regularly attending believers are engaged in serving in some capacity—either in the church or in the community. Healthy serving is an overflow of gratitude and comes out of a genuine desire to serve others. It is filled with grace-orientation and a sincere desire out of gratitude to minister to others.

The Five Levels of Serving

A healthy ministry-wide goal would be for 50 percent of your believers to be able to identify their area of service. But how do we measure this?

To start, not all serving is the same. In our training, we distinguish different levels of serving. We like to talk in terms of M1–M5 serving.

M1: Simple tasks. This first level of serving is committing to *simple tasks* such as helping clean up after an event, ushering for a week, delivering a meal, or donating canned food to the food bank. This first step of serving is completing a simple task as an act of kindness. It is fairly simple and bound by a simple act.

M2: Non-peer ministry. The second level of service is what I call *non-peer ministry*. Peers are those individuals whom God has brought across the path of our daily life—at work, home, or in our neighborhood. Non-peers are individuals we do not necessarily see that often.

Non-peer ministry may involve a person serving in the nursery, a teenager working in Vacation Bible School (VBS) with the children, or a young adult ministering to the needs of the elderly in a retirement home. Important, yes, but not too risky in terms of sharing our faith or meeting people’s needs in an ongoing “one another” way. Rarely has anyone ever been “stoned” or “sawn in two” (Heb. 11:37) for serving in the nursery.

M3: Cross-cultural service. The third level of ministry is *cross-cultural service* and is definitely harder and more demanding. It is also riskier in terms of sharing our faith. This is going to Haiti and working for a week in a hospital. It is a short-term mission trip to Mexico to do a VBS for the children. It is a trip to Eastern Europe working in an English camp and sharing the gospel. It’s harder, riskier, and more time consuming.

This type of service is easier in some ways, on the other hand, because most people can work up the courage to do this short-term or for a period of one to two weeks, but eventually they get to go home. Is it ministry? Yes. Harder than M1–M2? Yes. The ultimate goal of more mature service? Not yet!

M4: Peer care. The fourth level of ministry now becomes much harder. We call it *peer care*. This is teens learning to live out the forty “one another” verses with their Christian and non-Christian teenage friends. This is adults learning to fully live out the “one another” verses within the context of the body of Christ in their neighborhood or workplace. It is peer-to-peer, ministering to people God has placed across the regular paths of our lives.

This level of service is now moving toward a true relational discipling ministry of “imparting our very life” (1 Thess. 2:8).

This is learning to meet the needs of those God has placed in our lives. Harder than M1–M3? Yes. More time consuming? Definitely. Critical to true disciple making? Absolutely!

M5: Peer share. The last level of serving is what I like to call *peer share*. This is learning to actively share what God is doing in our lives and what God is teaching us with those God has placed closest to us. This involves relational engagement with both Christians and non-Christians. It is loving as Jesus loved (John 13), serving as Jesus served (Mark 10:45), sharing as Jesus shared (John 17:8). It is people-centered and relationally mature. It is a critical step toward the future role of becoming a mature relational disciple maker.

I do not want to confuse or complicate the simple act of service by explaining M1–M5 types of serving. However, we must acknowledge that all service is not the same to accurately measure this major metric.

Jesus, Our Model

If the disciple making process involves our disciples reproducing their lives in others, then the early steps of learning to be others-oriented are critical. This involves equipping our people in the skills of imparting their lives to others (1 Thess. 2:8). This involves growing our disciples, not just through acts of service, but by moving them increasingly toward peer care and peer share. This will ultimately lead to the skills needed to reproduce our lives in others.

Jesus masterfully modeled the disciple making process. In my study *Live Like Jesus*, I lead the reader in a self-discovery of how intentional Jesus was in developing his disciples in this way. We walk through what we call Jesus’ seven fishing trips and five mission trips he took to developmentally instill in his disciples this others-orientation. He met them where they were and slowly developed them into “fishers of men” (see pages 39–54 of *Live Like Jesus*).

Each step of Jesus’ development of his disciples involved them in more relational and more intentional discipling. When I began to see how intentional Jesus was in developing his disciples relationally, I was able to clearly see that all “acts of service” were good, but not all of them were equal. As relational disciple makers, we want to help our disciples gradually learn how to effectively impart their lives to others.

WORKSHEET FOR MAJOR METRIC 2: SERVICE

As you think about your metrics for the second challenge in your disciple making pathway, work through the following worksheet in order to measure your ministry's involvement in serving others.

If you lead a segment ministry such as men's ministry, youth ministry, or women's ministry, calculate this metric for just your segment. If you lead the whole church, I encourage you to calculate this from a church-wide perspective and then begin to design ways to regularly collect this information.

What percentage of your people are growing into maturity by beginning to serve?

This can be as simple as follows:

Number of people involved in weekly service in the church or community _____ (S)

Number of regular attending believers (average attendance over the year) _____ (B)

S/B = _____ % of people growing through serving

What percentage of your people who are serving are engaged in more non-peer, task-oriented ministry?

What percentage of your people who are serving are engaged in peer-to-peer ministry?

What can be done to move more of your people's service toward peer-to-peer?

ADDITIONAL METRICS 2

Metrics That Go Alongside Service

The following are secondary questions that give you additional metrics for believers growing into service.

The first five questions below measure the five foundational baby steps mentioned earlier in needing to “serve others.” See *4 Chair Discipling* (pages 71–75) or Sonlife’s booklets on these topics: <https://store.sonlife.com/disciple-making-tools/>.

What percentage of your people can clearly explain their identity in Christ (identity)?

What percentage of your people can clearly explain how to walk in the Spirit (walk)?

What percentage of your people can tell their story (talk)?

What percentage of your people are having daily devotions (feed themselves)?

What percentage of your people are living a life of ongoing repentance and faith (cleansed life)?

Other metrics:

What percentage of your members have completed the church basic training classes?

How many small groups do you have? How many people are involved in those small groups?

Disciple Making Metrics

What percentage of your small groups are addressing these basics for new believers?

What is the number of times monthly your members attend church services?

What percentage of your members are tithing or moving toward tithing by increasing their giving (representing true ownership of the church's ministries)?

MAJOR METRIC 3

REPRODUCTION

BY STUDYING THE life of Christ, you can clearly see how intentional Jesus was to help his disciples develop a lifestyle of reproducing other disciples. Of all the skills we are called to develop along the path to spiritual maturity, this is perhaps the most challenging quality for us as God works to build it into our lives.

This step is all about learning to become “fishers of men” (Matt. 4:19). It involves learning to suffer, serve, and sacrifice like Jesus. It involves learning to “deny yourself and take up your cross daily” (Matt. 16:24) in order to experience God leading others to himself through us. As Jesus said about his own earthly life, “Unless a kernel of grain falls into the ground and dies, it remains only a single seed. But if it dies, it produces many seeds” (John 12:24).

Reproduction is not an easy step. It requires us to tell our story and God’s story in order to lead people to a place of repentance and belief. The ultimate end product of this phase is reproduction, when God uses us to bring others to trust Christ. This is the “young men” (1 John 2:13) phase of life—maturing to the place of reproduction. Put simply, this is leading someone to Christ or playing a key role in a friend coming to Christ. The reproducing disciple then becomes a spiritual “father” (1 John 2:13).

The key metric here is simply the number of new people who have led someone to Christ for the first time.

Something dramatic happens in a person’s life when God uses them to lead a friend to Christ for the first time. As those with disciple making ministries, we need to no longer ask, “How many have come to Christ?” but, “How many in our ministry have led someone to Christ for the first time?” Our goal is not to see ten people come to Christ as much as it is to see ten people in our ministry lead someone to Christ for the first time. When this happens, we now have reproduction. When leaders begin to think this way, like Jesus thought, we move from just ministering to people to actually equipping people for ministry.

I have worked with hundreds of ministries seeking to start a movement of reproduction, and in my experience the hardest part is seeing that first generation of disciples reproduce.

So often in America, we have been told to invite our friends to church so that the pastor or an elder can lead them to Christ. This has become the norm. We have churches filled with hundreds of people with good hearts, who have never led anyone to Christ. They have actively worked to invite people

The key metric here is simply the number of new people who have led someone to Christ for the first time.

to come but have left the sharing of the gospel to the experts. As a result, few have become spiritual parents themselves, and many have even developed the attitude that they are not capable of leading people to Christ.

This must be reversed.

We must realize the pastor's job is not to do the ministry but to equip the people to do the work of ministry (Eph. 4:12).

When—after much effort (it took Jesus three and a half years, see Luke 10:21)—you see a new generation of people leading their friends to Christ and then baptizing them, you now have a movement. And the most important part of this is that you are creating a new normal.

The person won to Christ by the lay person sees personal evangelism as normal for everyone and immediately goes on to share the gospel with their friends. They conclude that anyone can do this, because they saw their friend do it. They don't need the pastor to make this happen.

While initially harder to measure, this step becomes clearer as you consistently ask about or record who has led someone to Christ. You can begin by asking something as simple as: "How many of you have had the privilege of leading someone to Christ or playing a key role in someone coming to Christ?" Keep these names and percentages and assess them yearly.

One of the easiest places to gather this information is during the baptismal process, similar to what I mentioned above. When people come to be baptized, we need to ask some additional key questions, such as:

Who played a key role in your coming to Christ and how?

Who led you to Christ?

Was anyone else instrumental in your coming to faith?

What activities helped you turn toward Christ?

Most churches find that when they allow the people who played a key role in leading someone to Christ to be a part of the baptism, everyone "wins": The one baptized wins as they are taught to clearly tell their story and know who their spiritual parent is. The spiritual parent wins as they now fully realize that it is their responsibility to nurture this new baby Christian. And the church wins as the new norm of lay evangelism is being modeled—challenging everyone to live in the same way and become a reproducing disciple maker. It's a win-win-win.

WORKSHEET FOR MAJOR METRIC 3: REPRODUCTION

As you think about your metrics for the third challenge of the disciple making pathway, go through the following worksheet in order to measure your ministry's involvement in the area of biblical reproduction.

If you lead a segment ministry such as men's ministry, youth ministry, or women's ministry, calculate this number for just your segment. If you lead the whole church, I encourage you to collect this data from a church-wide perspective and then begin to design ways to regularly collect this information.

Who are the people in your ministry who have led someone to Christ? List them by name.

What can you do to determine whom you are missing from this list?

What can be done to help people lead their friends to Christ? What would be your faith goal in this area?

What percentage of your congregation has had the privilege of leading someone to Christ? How can this be increased?

ADDITIONAL METRICS 3

Metrics That Go Alongside Reproduction

The following are some secondary questions that can give you additional metrics in the area of believers growing into reproduction.

How many non-Christians are you as a ministry praying for?

A resource to help you with this is the Like Jesus App. Visit <https://LikeJesus.church> to learn more about this digital platform.

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What is your faith goal as a ministry? How many are you asking God for?

How are you celebrating and championing the people who lead someone to Christ, modeling the biblical value of reproduction?

How many evangelistic events are you providing as a ministry to help your people lead their friends to Christ?

How often are you providing training in helping your people tell their story and God's story of redemption in their lives?

Major Metric 3 | Reproduction

How many times in a given month are you, as a church, sharing the gospel clearly and concisely?

MAJOR METRIC 4

MULTIPLICATION

MULTIPLICATION HAS ALWAYS been in God’s agenda and Jesus’ DNA. Genesis 1 clearly states that “God blessed them. And God said to them, ‘Be fruitful and multiply . . .’” Through careful study of Jesus’ life, we can see that his mission was not to reach the world, as much as it was to *make disciples capable of reaching the world*. His passion was multiplication. We see this in Luke 10, where Jesus is full of joy when his disciples make other disciples, resulting in an ongoing movement of multiplication.

This metric is realized by seeing a disciple *of yours* make a disciple, resulting in spiritual grandchildren for you. Like Jesus, our focus is on birthing our own movement, in a sense, of multiplying disciples—all under his leadership.

Our objective here is to send back into the harvest field reproducing disciples who ultimately can bear more spiritual children, grandchildren, and great grandchildren.

A Growing Movement

In John 15, Jesus said, “You did not choose me, but I chose you and appointed you to go and bear fruit . . . fruit that will last” (John 15:16). And fruit in the Bible is always a picture of multiplication.

This is also the launching of new disciple making ministries within the church, such as youth ministry, men’s ministry, and women’s ministry; or the launching of disciple making neighborhood ministries, workplace ministries, or community focused ministries. The goal is the multiplication of disciple making processes, resulting in an exponential number of new converts, growing believers, equipped workers, and disciple making ministries. Done out in the harvest field, this will ultimately result in the launching of multiple ministries or church planting movements.

The key metric is how many people have seen their disciple make a new disciple, resulting in spiritual grandchildren?

But how do we measure this?

Perhaps begin by simply asking yourself, *How many of my own disciples have led a new person to Christ?*

Then ask yourself, *How many of those in my ministry (or church) have a disciple who has made a disciple?*

In most ministries, people who make reproducing disciples are quite visible. Others see the impact of their lives and know who they are. But on several occasions,

The key metric is how many people have seen their disciple make a new disciple, resulting in spiritual grandchildren?

I have found some very effective disciple makers who are not readily visible to others. They are quiet and reflective, but very intentional in imparting their life to others. In order to find these people, leaders need to openly ask, “How many of you have seen one of your own disciples lead a new person to Christ?”

Once these fruitful disciple makers have been openly identified, provide care to continue to encourage and support them. So often these fruitful disciple makers, out of good intentions by their leaders, can be asked to use their often limited time for ministry to shift to a more task-oriented position like a program director or ministry leader, resulting in their loss of focus on investing in people and reproducing their lives in others. While these positions are important, we must be very thoughtful about moving fruitful disciple makers to new positions like these. Let’s encourage them to remain on the frontlines of imparting their lives . . . not just running a program or completing tasks (if you have to pick, and oftentimes you do).

My Personal Experience

For years, I have led a ministry called Global Youth Initiative, which grew out of a multiplying student ministry whose people understood the concept of making disciples. Around the world today, we have had many disciple making movements surface, and it is not unusual to have young disciples parenting hundreds, if not thousands of disciples and even launching several disciple making movements on their own.

At the time of writing this, we have initiated disciple making movements in over 100 different countries, most of them being led by indigenous leadership and extremely fruitful. When clearly focused on, this process of reproduction can happen more quickly than one might expect. It involves prayer, clarity of thought, clarity of training, focused leadership, and an enduring passion to see fruit.

In John 14:12, Jesus said, “Very truly I tell you, anyone who believes in me will do the same works I have done, and even greater works . . .” (NIV). I believe this is what Jesus was referring to, the multiplication of disciple making movements through a faithful few who endure. Jesus had four years to make eleven reproducing disciples. But by God’s grace, many of us can have thirty to forty years of disciple making, giving us the opportunity to do even greater things than Jesus did.

Can you imagine going to heaven and having tens of thousands behind you because of your faithful discipling of a few who in turn disciplined a few, resulting in an ever-growing movement of multiplication?

Few seem to get to this last challenge of Jesus to go and “bear much fruit” (John 15:8), but for those who do, the joy is great. What is needed here is focus and endurance, for the harvest belongs to those who endure the demanding and oftentimes painful self-sacrifice required to see this level of fruit bearing (Heb. 12:3–13). Keeping their “eyes upon Jesus” (Heb. 12:2), “laying aside all that entangles” (Heb. 12:1), they run the race with endurance, bringing in time the “harvest of righteousness” (Heb. 12:11).

A Challenge for You

I'd like to conclude this section with a simple challenge and prayer request for you.

What would you be willing to trust God for? Would you be willing to trust God for the same as Jesus did, realizing Jesus' promise in John 14:12 that we can do what Jesus did, if we walk as Jesus walked?

Most people respond, "Oh, I could never do what Jesus did! But I'm willing to try!"

What if, by God's grace, you trusted him for the ability to do about a tenth of what Jesus did? Practically, this would mean you make one reproducing disciple every three years. Could you trust him for that?

Do you know the impact that would have?

In ten years, you and your reproducing disciples would multiply yourself ten fold. (Now you'd have ten reproducing disciple makers.)

In twenty years, there would be 100 of you.

In thirty years, there would be 1,000 of you.

In forty years, 10,000 of you and in fifty years 100,000 of you. If God gives you sixty years . . . 1,000,000 of you!

Can you imagine the joy of going to heaven and looking back to see thousands of reproducing disciple makers following behind you? This is what Jesus wants of us. We can do what Jesus did if we walk as Jesus walked. No—Jesus told us we can, together, do even greater things (John 14:12).

This is not about you. It's not about your skills or your knowledge. It's all about him, working through you as you seek to walk as he walked (1 John 2:6).

Would you be bold enough to ask God for this? Jesus said, "Until now you have not asked for anything in my name. Ask and you will receive, and your joy will be complete" (John 16:24, (NIV)).

WORKSHEET FOR MAJOR METRIC 4: MULTIPLICATION

As you think about your metrics for the last challenge, go through the following worksheet in order to measure your ministry involvement in multiplication. Discuss some specific ways to continually measure progress in this area.

If you lead a segment ministry such as men's ministry, youth ministry, or women's ministry, calculate this for just your segment. If you lead the whole church, I encourage you to calculate this from a church-wide perspective and then begin to design ways to regularly collect this information.

Who are the people in your ministry who have spiritual grandchildren? Name them here.

Can they explain to others the key ingredients in their success of bearing "much fruit"?

What do these people most need to continue in the harvest with such ongoing success?

ADDITIONAL METRICS 4

Metrics That Go Alongside Multiplication

The following are some secondary questions that can give you additional metrics in the area of multiplication.

How often has this process of reproduction been repeated? Are there spiritual grandchildren, great grandchildren, etc.? Who has four or five generations of spiritual children and grandchildren?

How many of your disciple makers have leadership gifts to launch new movements?

How many new ministries are you launching or have you launched, both internally and externally? How can you further accelerate these ministries?

SUMMARY WORKSHEET FOR MAJOR METRICS 1–4

THE FOLLOWING ONE-PAGE worksheet will help you summarize the four major metrics that reflect the progressive “challenges” that Jesus gave as used in the metaphor of the 4 Chairs. Your results will measure each aspect of your disciple making pathway.

This worksheet is designed to help you begin the evaluation process. The additional worksheets offer additional metrics, but here we are trying to help you keep it simple as you start measuring your discipling process. This worksheet just identifies two major questions for each metric, as a starting place to measure your disciple making.

Major Metric 1: Conversions

What is your conversion growth rate for this last year?

How many people led someone to Christ for the first time last year?

Major Metric 2: Service

What percentage of your people are involved in service?

What percentage of these are engaged in “peer-to-peer” care?

Major Metric 3: Reproduction

What percentage of your people have led a friend to Christ or played a key role in someone coming to Christ?

How many are personally following up with the new believers in the basic concepts of “Identity, Walk, Talk, Feed, and Cleansed Life”?

Major Metric 4: Multiplication

How many in your ministry have spiritual grandchildren?

How many of these people have three to four generations of children?

All four of these metrics are critical, because all four of them are included in the mandate to “Go and make disciples” of all nations. Using the driving metaphor of my book *4 Chair Discipling*, moving people from Chair 1 to Chair 2 is progress (see chart earlier in this book). We are making disciples. A growing number of people moving to Chair 2 through conversion is biblical discipling.

Moving people from Chair 2 to Chair 3 is also a part of the disciple making process. Are we seeing a growing number from year to year who are engaged in serving others? Having a growing number of people moving from Chair 2 to Chair 3 puts your ministry into the beginning stages of a movement. Few ministries make it to this level of reproduction.

And finally, our ultimate goal is to get people to Chair 4, where they have spiritual grandchildren and great-grandchildren. We want to then send them out into other “people groups” (nations) and repeat the process, creating an ever-expanding movement of multiplying disciples, just like Jesus did. This will result in the launch of new ministries, new churches, and new movements of disciple making.

CONCLUDING THOUGHTS

DISCIPLE MAKING INVOLVES the whole process of winning the lost, grounding the new believer in the basics of their faith, equipping the few workers, and then sending out proven multipliers. Each of these four major steps in the disciple making pathway were clearly established by Jesus with his four major challenges.

“Come and see” (John 1:39) was a call for the seekers to simply show up and listen and learn. “Follow me” (John 1:43) was for new believers and involved a deeper process of learning to walk in step with the Master, learning from him. “Follow me and I will make you fishers of men” (Matt. 4:19) was given to the few workers who wanted more. It involved a deeper level of learning how to reproduce in others what they had learned. And finally, “Go and bear fruit” (John 15:16) involved the ongoing effort of multiplication for the proven disciple makers.

As a result, our disciple making metrics must measure our progress in moving people through this disciple making process. Moving people from seeker to believer is progress. Moving new believers to fully trained workers is also progress. And sending out proven multipliers is progress.

In this book, we laid out four major metrics that can help us measure that progress. The first metric measures the end-product of the first challenge of Jesus to “come and see.” This metric is *conversion*, and we encouraged measuring it in your church with conversion growth percentage.

The second metric measures the growth of the baby Christian to be others-oriented, which is a sign of maturity. This metric reflects the second challenge of Jesus to “follow me.” We called this metric *service* and encouraged the measurement of the percentage of people engaged in serving others, especially seeking to move them toward peer-to-peer serving. This is learning to relationally “impart their lives” (1 Thess. 2:8) to others. This is a major step in discipling someone as they learn what an infant needs in order to—learn how to walk, talk, feed themselves, live a cleansed life, and know their identity. The end result of learning these skills is others-orientation expressed through serving others.

The third metric is *reproduction*, following the challenge of Jesus to “follow me and I will make you fishers of men.” Our ultimate goal here is to equip the worker to engage relationally in the harvest field, tell their story, share their faith, and ultimately reproduce their life in someone else. We measure this by the number of new people who have led someone to Christ for the first time or played a key role in helping someone trust Christ. Our goal is not just new converts as much as it is seeing someone lead a friend to Christ for the first time. Reproduction is our goal.

The last metric is *multiplication*, after the challenge of Jesus to “go and bear fruit.” A fully trained disciple (Luke 6:40) who has led others to Christ now begins to see their disciples make disciples, resulting in spiritual grandchildren. This is the beginning of a movement of multiplication as the family extends to four, five, and six generations of reproduction.

Traditionally the big four of metrics has been bodies, bucks, baptisms, and buildings. I’m suggesting that since our mission is to make disciples, we must begin to measure our success at achieving the making of reproducing disciples. We must replace the big four with *conversion, service, reproduction, and multiplication*.

Other metrics are helpful and give additional insight, but these new big four (conversion, service, reproduction, and multiplication) are critical to measuring our true success at the mission given to us by the Lord.

May I pray for you as you continue your journey?

Father, I ask that you give great wisdom and clarity to all who are reading this and who are seeking to increase their fruitfulness by asking the right questions and measuring the right metrics. May they experience your joy as they see a new generation of people understanding how Jesus made disciples and how he effectively developed his disciples into reproducing disciple makers. Give us fresh movements of new converts, growing believers, equipped workers, and proven disciple makers. Give us your joy in this journey of making relational and reproducing disciple makers. We ask this in the name of Jesus, amen.

ADDENDUM 1

PERSONAL DISCIPLE MAKING METRICS

PERSONAL METRICS WILL mirror the ministry-wide metrics we've discussed in this book, but they will require some unique clarifying questions. Below I give a sampling of these questions to ask and measure in personal disciple making.

Personal Metric 1: Making a new disciple (Conversion).

In the last five years, how many people have I seen come to Christ due to God's working directly through me? How many in the last two years?

Other key personal metrics (remember "Spiritual CPR" from above):

How many non-Christians would call me their friend (Cultivation)?

How many non-Christians am I sharing my walk with God with? How often am I sharing with others what God is teaching me (Planting)?

How many times have I shared the gospel in the last year (Reaping)?

Personal Metric 2: My disciples serving (Service).

Of those I have led to Christ or played a key role in their coming to Christ, how many have now grown to the place of being others-oriented, wanting to share their faith or serve their lost friends (or both)? (I like to call this peer-care and peer-share, as I mentioned above.)

Other key personal metrics:

Have I learned how to help new believers grasp their "identity" in Christ?

Have I learned how to help new believers "walk in the Spirit" like Jesus?

Have I learned how to help new believers "talk" like Jesus, sharing their story and God's story?

Have I learned how to help new believers to "feed themselves" by daily studying God's word?

Have I learned how to help new believers to “live a cleansed life” through regular repentance?

Personal Metric 3: My disciple making a disciple (Reproduction).

*Of the people I have seen trust Christ, how many have grown to the place of leading a friend to Christ?
Can I name them here?*

Other key personal metrics:

Have my disciples watched me share the gospel?

Have I developed any training for my disciples on how to share the gospel?

Am I doing anything intentional to help my disciples lead a friend to Christ?

Personal Metric 4: My disciple becoming a spiritual parent (Multiplication).

Which of those I’ve discipled have become spiritual parents?

Other key personal metrics:

How often am I praying for my spiritual children and grandchildren?

What have I done that bears the most fruit in this area?

Which of my reproducing disciples have the gift of leadership to launch a new ministry?

ADDENDUM 2

A SIMPLE TOOL FOR PERSONAL DISCIPLING

AS I HAVE personally disciplined and trained lay people, I have found a tool that is worth sharing here. When you start being intentional about discipling others, this is a simple and memorable way to keep disciple making at the forefront of all that you do.

My study *Live Like Jesus* (Moody Press), assesses the “7 Disciplines of a Disciple Maker,” taken from Jesus’ own words in John 17. Seven times in John 17 Jesus tells us what he did to make his disciples. They are his seven “I” statements (NASB):

Pray

“I pray for them” (John 17:9)

Care

“I have revealed you to those whom you gave me” (John 17:6)

“I sanctified myself, that they too may be truly sanctified” (John 17:19)

“I protected them” (John 17:12)

Share

“I gave them the words you gave me” (John 17:8)

“As you sent me into the world, I have sent them” (John 17:18)

“I have given them the glory that you gave me” (John 17:22)

After teaching through these seven “I” statements of Jesus and looking at his own words on how he used his everyday life choices to make disciples, I then lump these seven statements into three categories for easy memorizing: pray . . . care . . . share

This becomes my core teaching on what it means to be a disciple maker “like Jesus.” It can be easily remembered and personally measured by asking questions like the ones below:

Pray

- *Am I praying by name for those God has given me and brought into my life?*

Care

- *Am I caring enough to live life with them, being present as a friend?*
- *Am I caring enough to remain pure (sanctify myself) so that my disciples may be pure?*
- *Am I caring enough to carefully listen and watch their life choices to help protect them?*

Share

- *Am I sharing what God is teaching me as I'm in his Word daily?*
- *Am I sharing ministry opportunities with them?*
- *Am I sharing the glory that the Lord gives with them?*

It is my experience that everyone can Pray, Care, and Share “like Jesus.” Done intentionally, this becomes a simple way to train a congregation in how to make disciples “like Jesus.”

Below are some sample scorecards used by one ministry to help their people begin to live like Jesus and prioritize investing in younger believers and lost people.

“LIVING LIKE JESUS” SCORECARD

How would you score yourself in the following areas this last week? Disciple making is the whole process of winning the lost, building up the younger believers, equipping the few workers, and sending out proven multipliers. On this scorecard, let's measure our care for the lost.

Pray

How many lost people did I pray for last week? _____

Care

How many times last week did I begin the day by listening to the Holy Spirit for his leading? _____

How many new things did I learn by just listening to a lost friend's story last week? _____

How many times did I just spend time with my lost friend (coffee/meal/activity)? _____

Share

How many times last week did I share with others something God has taught me? _____

How many times last week did I share my story with others? _____

How many times did I share God's story (the gospel) with others? _____

“LIVING LIKE JESUS” SCORECARD

How would you score yourself in the following areas this last week? Disciple making is the whole process of winning the lost, building up the younger believers, equipping the few workers, and sending out proven multipliers. On this scorecard, let's measure our investment in younger believers.

Pray

How many new believers did I pray for last week? _____

Care

How many times last week did I begin the day by listening to the Holy Spirit for his leading? _____

How many new things did I learn by just listening to a younger believer's story last week? _____

How many times did I meet with a younger believer last week (coffee/meal/activity)? _____

Share

How many times last week did I share with others something God has taught me? _____

How did I seek to involve a new believer in ministry experiences with me last week? _____

How many times did I seek to encourage a new believer last week? _____

ADDENDUM 3

CASE STUDIES

FINALLY, I'D LIKE to include two case studies from two very effective disciple making churches. While each church uses different metrics, you can see the similarities in how they are working hard to measure that which is their mission: making disciples.

It is my experience that every church or ministry is unique. I find it helpful to look at how others measure their success at disciple making, as this gives fresh perspective on a similar calling.

As you read these two case studies written by pastors who have spent many years making disciple makers, I'd encourage you to look for new ways in which you can strengthen your own disciple making metrics.

CASE STUDY 1

First Baptist Church of Colleyville, Texas
Lead Pastor: Craig Etheredge

About First Baptist

First Baptist Colleyville is a 2,900-member church in the heart of the DFW Area with a \$4.8 million budget and 44 employees. The church has grown numerically with a weekend attendance of around 1,500 that surges to nearly 3,000 on special days. We have also seen great spiritual growth with over a thousand people being discipled and trained to walk with God and reproduce their life. First Colleyville has grown physically as well, adding a \$3.5 million youth facility, a \$7.2 million children's facility, and three worship services in two venues.

They have launched multiple overseas disciple making movements in Zambia, Peru, and Burkina Faso, resulting in thousands of pastors making disciples. They have planted two new churches in the Dallas and Philadelphia areas.

In 2015, they launched discipleFIRST ministries, which trains pastors to make disciples in their local churches. DiscipleFIRST has hosted training conferences and trainings in Dallas, Houston, Austin, Beaumont, Atlanta, Colorado Springs, Birmingham, and Lusaka, Zambia, and was recognized as one of the top ten disciple making ministries in the United States at the National Disciple Making Forum in Nashville, Tennessee in 2016. They have also developed micro-sites across the metroplex to take the gospel to those who will likely never come to a church. In addition, they share the gospel through "Morning Thrive," a daily radio broadcast on *WBAP*, the largest secular talk station in their area, reaching 250,000 listeners daily.

About Craig Etheredge, Lead Pastor

Craig has established Cross Creek Church Planting Network and authored several books including *Walk with God*, *Reach Your World*, *Invest in a Few*, and *Bold Moves*. Craig also has written curriculum for a Southwestern Baptist Theological Seminary course on "Leading a Disciple Making Church" (2015). Founder of discipleFIRST, which trains pastors in discipling, Craig also hosts a regular discipleFIRST podcast. He is Adjunct Professor of Discipleship at Southwestern Baptist Theological Seminary in Fort Worth and Chairman of the Board of Trustees at Baylor Regional Medical Center in Grapevine, Texas. He is a frequent conference speaker and regular presenter at the National Disciple Making Forum in Nashville, Tennessee.

About First Baptist Disciple Making Metrics

Since he is one of my good friends, I asked Craig what they regularly measure in their church. Here is what he wrote to me in response:

We follow a four-step strategic disciple making strategy from the Great Commission and the life of Christ, which we call Explore, Connect, Grow, and Multiply. We use various metrics to measure growth in each stage of ministry:

EXPLORE

This is the stage of engaging people far from God with the gospel. Our goal here is to help people understand the claims of Christ and find answers to their spiritual questions.

The metrics we use help us to see how effectively we are engaging our community and sharing the gospel. Below are some of our metrics under this heading:

- Number of people engaging the local community through what we call “Love Local” projects
- Number of first-time registered guests in the worship service
- Number of decisions recorded in the weekend services
- Number of times the gospel was shared at a Love Local event
- Number of decisions from camps, retreats, or off-site events

CONNECT

This is the stage of connecting new believers into the life of our church. Our goal here is to connect them to Christ, the Church, a Community, and a Cause.

The metrics we use here measure the level of connectivity of new believers and new church members:

- Number of baptisms
- Conversion growth rate of the total church, also per department (e.g., children, students, adults)
- Number of people who have joined in a month, in a year
- Percentage of people who have joined the church after completing the Discover First Class
- Number of new members who have joined a Connect Group
- Percentage of new members who join a Connect Group
- Number of people attending Connect Groups for all ages (kids, students, adults)
- Percentage of church members who regularly attend a Connect Group
- Number of people engaged in service on a regular basis
- Number of volunteers who serve in special projects

GROW

This is the stage of training believers in the basics of how to walk with God, reach their world, and invest in a few. We provide this through Grow Groups that meet throughout the week across the metro.

The metrics we use here are based currently on the purchase of resources we use to disciple our people.

- Number of new Grow Groups started
- Number of total people who have been disciplined through Grow Groups
- Number of people who have completed Book 1, 2, and 3 of our core curriculum course

**The numbers we currently use for our grow metrics are not measuring those who are being disciplined outside our church family (such as a church member who discipled people at work who attend other churches).*

MULTIPLY

This is the stage where trained believers are now multiplying their lives in the lives of others.

We measure multiplication in three areas: Personal Multiplication, Group Multiplication, and Church Multiplication.

Personal Multiplication:

- Number of people who are now leading a new Grow Group
- Number of people who are sharing their faith at least once every six months (determined through a survey taken twice a year)

Group Multiplication:

- Number of Connect Groups that have multiplied and started new groups

Church Multiplication:

- Number of church planters in our Church Planting Residency
- Number of churches we are planting local and globally
- Number of churches we have planted that are planting churches

A Few Additional Thoughts

1. We usually take a look at these metrics once a month with our Leadership Council.
2. We look for trends in these metrics to see if we are trending upward or downward.
3. We are simply not able to collect some of the data on a regular basis (for example, personal information of people sharing their faith).

4. We are not currently using a biannual survey, but we have our first one planned for January of next year. This should give us good current data regarding how many people we have at each stage in the disciple making process.

I hope it's helpful to you. We certainly don't have it perfected yet, but we are charging toward it every day.

— Craig Etheredge

CASE STUDY 2

Crossroads Church Newnan, Georgia

Lead Pastor: Ken Adams

About Ken Adams and Crossroads Church

Ken Adams grew up in Stone Mountain, Georgia, and graduated from Southwestern Theological Seminary in May 1989 with a Master of Divinity. Ken was called as the first pastor of Crossroads Church, Newnan in June 1989. Ken has a passion for being a disciple of Christ and pouring his life into others who have a desire to walk as Jesus walked.

As a result of that passion, spiritual growth became the number one goal for Crossroads. Crossroads's objective for reaching that goal is the "Disciple Making Church Strategy," which revolves around making and multiplying disciples of Jesus Christ.

After searching the market and not finding adequate resources on disciple making to help achieve the spiritual growth goals of Crossroads, Ken began writing his own curriculum. Crossroads began to use his resources in its small groups in the early 1990s. His curriculum was so successful in achieving Crossroads's goals that Ken decided to make his resources available to other churches. As a result, Impact Discipleship Ministries, Inc. was founded in 2002.

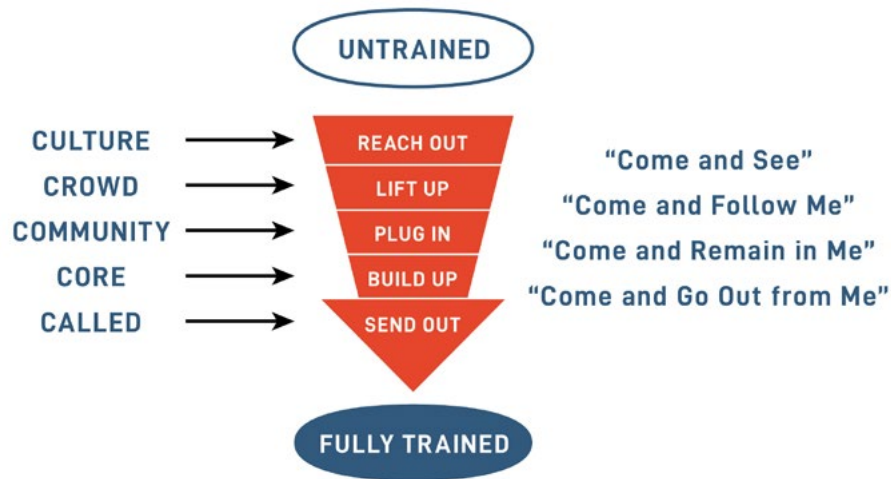
Since that time, churches across the US and across the globe are actively using Impact's resources. Ken continues to lead training seminars on the Disciple Making Church Strategy and continues to develop new resources to help churches and individuals develop fully trained disciples of Jesus Christ.

Ken and his wife, Val, live in Sharpsburg, Georgia.

About Crossroads Disciple Making Metrics

Ken is also a very good friend and below is what Ken sent me when I discussed with him his disciple making metrics:

Our mission at Crossroads Church is the same as it should be in every church. We exist to "make disciples of all nations" (Matt. 28:19–20). We seek to accomplish this mission by helping untrained seekers become fully trained disciples (Luke 6:40). To accomplish this mission, we work the same methodology that Jesus used. We help untrained seekers in our culture move into a Christ crowd by reaching out to the culture. We help people in the Christ crowd move into community as we lift up Christ in our services. We help people in community plug into a disciple making core. We help build up people in the disciple making core so they can be sent out as called leaders within our church.



The strategy we use to help untrained seekers become fully trained disciples is the same strategy Jesus used 2,000 years ago. The strategy works if we “work it” the same way Jesus and his disciples did. In our context, here is how we execute the strategy Jesus used:

First, we reach out to our culture and invite people to “come and see” what Christ can do in their lives. We use five different “come and see” efforts. We use personal invitations, servant projects, special events (such as VBS), big days (Easter, Christmas, etc.), small outreach groups, and media or advertising. We measure mission success in the reach out step of our strategy by how many first-time guests attend a weekend service.

Second, we lift up Christ in our weekend crowd and invite people to “come and follow” by stepping into community. We plug people into community with an assimilation track called Next Steps. Next Steps is a four-week set of classes to help people find a small group and a ministry team, take the step of baptism (if needed), and become a member of our church. We measure mission success in this step of our strategy by how many people in our crowd attend the Next Steps Orientation and how many complete the Steps and become fully connected to our church community.

Third, we build up a disciple making core by encouraging people in community to “come and remain” in Christ through obedience to his Word. In the build-up step of our strategy, we encourage people to participate in what we call an M-7 group, where we help them take the steps to become a fully trained disciple. Our goal is to see each person demonstrate the marks of a member, magnifier, maturity, minister, manager, messenger, and multiplier. These seven marks demonstrate the conduct we believe are witnessed in Christ, his disciples, and their disciples. These marks witnessed in three generations are evidence that these same marks ought to be visible in us. We measure mission success in this “come and remain” step by how many people become a fully trained, M-7 Disciple.

Finally, we send out fully trained disciples into called ministry and leadership. We challenge our disciple making core to “come and go out” to be part of the mission Jesus has given us as a church. Our called become small group leaders, ministry team leaders, and servants with the overall mission church. We measure mission success of the “come and go out” step by how many people start leading in our church.

Key Metrics

The strategy we seek to implement has a number of key metrics that we track. Ultimately there is one metric we want to track and that is how many fully trained disciples we have made. That is our mission. There are, however, some metrics that are essential to our process and help us see how well we are accomplishing our mission of making fully trained disciples. Here is a short summary of these key metrics:

- The number of first-time guests on a weekend
- The number of conversions we can identify
- The number of baptisms in our church
- The number of people attending Next Step classes
- The number of people in M-7 Groups
- The number of people in leadership

We track many more numbers than those listed above, but these essential metrics give us a good picture of how well we are doing at working our strategy. We believe that if we work the same strategy in our cultural context that Jesus used, we will make fully trained disciples and accomplish the mission that Christ has given us.

For a sampling of Crossroads’s 2018–2019 Metrics Scorecard for the year, plus a deeper understanding of their strategy, you can go to Crossroads’s Annual Report at:

<https://static1.squarespace.com/static/5767f82415d5db34615f2267/t/5d1a6cbe36e92f0001f36538/1562012870053/Annual+Report+2019.pdf>

ABOUT THE AUTHOR

DR. DANN SPADER is presently serving as Founder of both Global Youth Initiative (GYI) and Sonlife Ministries, both ministries he started. He has also served for twelve years in a pastoral role in churches, ten of those years as a youth pastor and two years as an interim pastor in a church-planting situation.

Dr. Spader came to Christ on December 17, 1970 through the ministry of Campus Crusade at engineering school in Rapid City, South Dakota. He then moved to Chicago, where he graduated from Moody Bible Institute in 1975 with a B.A. in Evangelism. He received both an M.R.E. and a D.Min. at Trinity Evangelical Divinity School in Deerfield, Illinois, and has also done graduate work at Wheaton College.



Dann has written over twenty leadership-training manuals, contributed several chapters in books, written numerous articles, and produced multiple training videos. Over 1,000,000 leaders have been through face-to-face training through Sonlife and GYI. Over 1,000 certified trainers teach the material in over 100 countries around the globe. Dann's most recent book is *4 Chair Discipling* (Moody Press). Dann has also written a study called *Walk Like Jesus* and *Live Like Jesus*. Dann has served as a consultant to over twenty denominations in developing youth and emerging leadership.

Dann has led over fifty trips to Israel where he specializes in the Life of Christ and how Jesus developed his disciples.

Dann is the father of three daughters, Julie, Jamie, and Christy. Julie is married to Pete Goodman, Jamie is married to Brandon Grant, and the two couples together are planting a church in Santee, California. Christy graduated from Moody in 2011 and now serves on staff with CRU (formerly Campus Crusade).

Dann and his wife Char have eight grandchildren. Until recently, they lived in Louisville, Kentucky, where Dann was also serving part time as training consultant to Southeast Christian Church in Louisville. They now live in Phoenix, near their grandkids.

GYI is an alliance of like-minded ministries around the globe, which are committed to creating indigenous movements of multiplication with younger leaders. All of these international ministries are involved in advancing the training and values of the Son's life—many of them having grown out of Sonlife Ministries in North America. GYI is currently in 137 countries, with a vision of multiplying 100,000 disciple makers by 2030.