

## **BUILD Quick Overview**

Since each congregation starts from its own unique current culture and has different gifts and talents, you are in the best position to decide the best way to proceed for your church. Feel free to tune and adjust this guide as needed. The *BUILD Deep Dive* will help you consider some of the options and tradeoffs available to you.

Most of the TARGET step is done by the Congregational Culture Team (CCT) as they go about planning the congregation's culture journey. While TARGET is all about "planning the work", BUILD is all about "working the plan." This means the heavy lifting transitions back to the congregation writ-large; the CCT should be focused on piloting the plan and providing course corrections for the culture journey.

Here then is a checklist for the BUILD step of your culture journey:

- Follow the Build plan, begin work on the 1<sup>st</sup> FROM | To  
This usually occurs immediately after the Target Summary Presentation (which is why it is sometimes referred to the Build Kick-off Presentation).
- Revisit Purpose  
Bible studies are available for the FROM | Tos covered in the WELS 2025 Long-Range Strategic Plan. If you are addressing a different culture issue, you may wish to create a specific Bible study to help folks focus on the why.
- Evaluate if more culture conversations are needed  
CCTs frequently underestimate the need for ongoing, numerous, frequent touchpoints that will precipitate culture conversations; if folks bought in to the Target Summary Presentation but culture change is sputtering, this is a likely issue.
- Debrief the first FROM | To before continuing to the next one.  
Your first FROM | To likely had some challenges or difficulties, what lessons can you learn and use to adjust the Build Plan before you tackle the next FROM | To? *BUILD Deep Dive* has one approach for a debrief that starts with the general and concludes with specific adjustments based on the lessons learned.  
NOTE: Based on the debrief results, it might make sense to take a second swing at the first FROM | To before proceeding to the second.
- Wash • Rinse • Repeat  
Follow the same approach, including a debrief, for each subsequent FROM | To.
- Share some appreciation for the CCT  
Once you've sequenced through the Build Plan, your culture transformation may not be fully complete, but hopefully you no longer need a CCT to focus the effort, the congregation's formal leadership should now have some "culture chops" and the congregation has developed both an awareness of culture and a capacity for culture change. The conclusion of the Build Plan is a great time to thank the CCT.