

Delegating, Outsourcing and Importing

Handling all those basics you shouldn't be doing

1. All the possible things

- Finances
- Church Website
- Child Safety Policy
- Secretariat / Administration
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2. What we mean

Delegating:

Definition: To send or appoint a person as deputy or representative.

Our context: To appoint a person from within **our sphere of influence** (congregation, ministry team, small group) a particular task.

Outsourcing:

Definition: To purchase or subcontract, particularly services, from an outside source.

Our context: To subcontract or purchase services from someone or some organisation external to our sphere of influence, usually with a clear boundary between our sphere of influence and them. Usually refers to bespoke services.

Importing:

Definition: To bring or introduce from one use, connection, or relation into another.

Our context: To bring into our sphere of influence resources or methodology to accomplish a specific task, for example Bible studies for use in our small groups.

3. Pros and Cons

	Pros	Cons
Delegating	<ul style="list-style-type: none"> On Brand Buy In No Margin Skills Acquisition All Hands on Deck Context Already Provided Easier to end up with a big mess 	<ul style="list-style-type: none"> More Time Sustainability Variable Quality Benefits Hard to Measure Wrong process Overwork Can get sloppy
Outsourcing	<ul style="list-style-type: none"> More Specialised Brand Creation Expertise Cost based on scale Flexibility Context not required 	<ul style="list-style-type: none"> Paying a margin More than you need Culture of consumerism Don't get the full person Beware pro-bono Price becomes only consideration
Importing	<ul style="list-style-type: none"> External Skills Pre-brokered relationship Leg up on quality/paradigm Significantly Cheaper Can help define priority Network by default Removes human element Easy to get started 	<ul style="list-style-type: none"> Translation to local context Leader's can get lazy Resource might not exist Too easy to get started Faddish-ness

4. Good Advice

When Delegating:

- “Training of preachers” is a strong template
- You’ll need to work hard to define what you want.
- Hard, not cheap, but lots of benefits
- Role descriptions are a must.
- High buy-in person suffers the most here.

When Outsourcing:

- Make sure you’ve got an appropriate level of support
- Longevity of the enterprise needs to be taken into account
- Knowing how much leverage you have makes a big difference
- Be really clear about who the contact person is at your end
- Set realistic expectations on responsiveness and stick to them
- There are advantages to going with a complete stranger

When Importing:

- Retrofitting can’t be avoided, so don’t avoid it
- Make sure you work out the real cost, not just the bit of money (or not) you’ll be paying at the start.
- Someone will need to digest the documentation and then regurgitate for your setting
- Make sure your pricing is right!
- Phasing in is normally the best way to get this right.

5. How To Choose

- Decide by how important it is to your church's brand
- Biggest mistake is ignoring hidden cost of time / energy
- Most of us are delegators by default because it seems easiest
- Example of self catering
- The big hurdles are:
 - Spending any money
 - Time needed up front
 - Always easier to initially delegate everything
- Let marketing do it's work
- Think bigger than what you've got.