

Memorable Experiences

Introduction

For the last thirteen years, we've been creating, evaluating, and re-creating ministry environments that keep people coming back. If you're at all familiar with North Point, you've no doubt heard us talk about relevant environments, but just as critical as relevance is creating an experience that is memorable.

Thinking through environment creation in 3D . . .

I. 3Dimensions

A. Visible

1. The visible environment includes the tangible things people see, hear, and touch. It is the context for your programming.
2. When designing your physical environment, make sure it is visibly appealing, relationally appropriate, and purposefully designed.
3. The secret to the visible environment: Pay attention to the details.

B. Invisible

1. The intangibles make the tangibles memorable.
2. There is an invisible environment you create.
3. There is an invisible environment you need to respond to.

C. Spiritual

1. Ironically, this critical dimension of every ministry environment—one that we neither create nor control—is most often overlooked.
2. The truth is, our efforts will only take us so far.
3. However, we like control. And we don't like things that are out of our control.
4. If we're not careful, we can plan and program God right out of our environments.
5. So the question is, what are you trusting God for in the environment you are creating?

II. 3Distinctives

Keep your environments...

A. Fresh

1. Your environment should be unpredictably predictable.
2. Your environment should be predictably unpredictable.
3. Deliver pleasant surprises.

B. Focused

1. Whether stated or unstated, every environment makes a promise...you need to make sure yours delivers!
2. What makes for memorable experiences long-term is an environment that consistently provides valuable and helpful information or services.

C. Fun

1. This is one of our "Official Unstated Core Values."
2. Fun is a magnet that EVERYONE is drawn to.
3. If you're not having fun planning the experience, people probably will not have fun experiencing what you've planned.

Conclusion

We have the most important mission, information, and opportunity to influence for eternity the people God has entrusted to us. What if our messages, God's truth, and the environments we create were what came to mind when people thought of their most memorable experiences?