

“But how do you know it works?”

Dr. Don Nations, DNA Coaching, 2008

“But how do you know it works?” This is a question which is commonly asked about the DNA Coaching transformation process and I think it is a good one. A transformation process may sound good “but how do you know it works?” An effective transformation process contains and/or does at least four things.

- It delivers results. That is, it actually does what it claims it will do. The Church Transformation Survey scores of churches in the transformation process increase at a faster rate than those not in our process.
- Improvement happens in important areas. Effort is not enough, there must actually be meaningful change. Churches in our process tend to increase the number of first-time guests, professions of faith and/or worship attendance.
- It is focused on the most important areas. While the transformation process addresses many areas, it is focused on increasing the number of professions of faith, the worship attendance, the number of people being trained for ministry, the hospitality system, the guest follow-up system and the worship experience.
- It is more than a one time event or a “solution in a box”. Transformation is not easy. It took churches a long time to get where they are today and it will take them a while to improve. Our transformation process takes place over three years. It works best when it is supported by the efforts of all levels of the judicatory. It works for a change in the culture of the church.

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