

Strategic Discovery Experiences
On-Site Communication Research, Assessment & Strategy Development
By Scott Vaughan Communications, LLC
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Thank you for inquiring about Scott Vaughan's **Strategic Discovery Experience** - a multi-day, on-site experience designed to provide strategic communication assistance with the best possible stewardship of church resources.



The **Strategic Discovery Experience** is available in 2-5 day increments, depending on the organization's project goals. This guide will provide an overview of possible goals and services that can be completed during an on-site visit. Each visit can be customized to the needs of the local church.

Each Strategic Discovery Experience includes advance work.

Scott Vaughan will personally review your church's communication methodology and collaterals, including website, before arriving at your church location. Your church will receive both affirmation and recommendation for how you approach communication ministry.

Each Strategic Discovery Experience begins on Sunday.

Scott Vaughan will arrive in your community on Saturday evening. On Sunday, he will arrive at your church as a guest, fully experiencing what you offer in the way of hospitality, worship services, small group Bible study, and fellowship. From this perspective, Scott will be able to determine how your church receives guests.

2-Day Experience (Sunday & Monday)

Basic Communication Research

1. Sunday morning "guest" research (described above)
2. Sunday Afternoon discussion groups with randomly selected members or guests. These discussion groups are used to evaluate the church's communication ministry from the consumer's viewpoint. Scott Vaughan Communications provides best-practices instruction for this project set-up.
3. Monday morning staff meeting to debrief Sunday and for overall communication education purposes.



Final: A paper is written within 7-10 days of the experience, summarizing and making recommendations.

Cost: \$2,550. Includes all travel expenses. A 50 percent deposit (\$1,275) due at booking; the final payment is due on-site.



3-Day Experience (Sunday-Tuesday) Communication Research & System Evaluation

1. Sunday morning “guest” research (described above)
 2. Sunday Afternoon discussion groups with randomly selected members or guests. These discussion groups are used to evaluate the church’s communication ministry from the consumer’s viewpoint. Scott Vaughan Communications provides best-practices instruction for this project set-up.
 3. Monday morning staff meeting to debrief Sunday and for overall communication education purposes.
 4. Monday afternoon meeting with pre-selected individual staff to evaluate communication system.
 5. Monday evening reserved for additional discussion groups, meetings with key leadership, and/or educational time with leaders and staff.
 6. Tuesday morning meeting with communication / staff leadership to debrief insights and make recommendations regarding future of communication ministry.
- Final:** A paper is written with 7-10 days of the experience, summarizing and making recommendations.
- Cost: \$3,300. Includes all travel expenses. A 50 percent deposit (\$1,650) due at booking; the final payment is due on-site.**

4-Day Experience (Sunday-Wednesday) Research, System Evaluation & Basic Strategy

1. Sunday morning “guest” research (described above)
 2. Sunday Afternoon discussion groups with randomly selected members or guests. These discussion groups are used to evaluate the church’s communication ministry from the consumer’s viewpoint. Scott Vaughan Communications provides best-practices instruction for this project set-up.
 3. Monday morning staff meeting to debrief Sunday and for overall communication education purposes.
 4. Monday afternoon meeting with pre-selected individual staff to evaluate communication system.
 5. Monday evening reserved for additional discussion groups, meetings with key leadership, and/or educational time with leaders and staff.
 6. Tuesday morning meeting with communication / staff leadership to debrief insights and make recommendations regarding future of communication ministry.
 7. Tuesday afternoon & evening research / discussions about strategies and methodology for extending the church brand into the community. How can we create a road-map for making the church known to its community?
 8. Wednesday morning debrief with communication / staff leadership.
- Final:** A paper is written with 7-10 days of the experience, summarizing and making recommendations.
- Cost: \$4,050. Includes all travel expenses. A 50 percent deposit (\$2,025) due at booking; the final payment is due on-site.**





5-Day Experience (Sunday-Thursday)

Research, System Evaluation, Full Brand Extension Strategy

1. Sunday morning “guest” research (described above)
2. Sunday Afternoon discussion groups with randomly selected members or guests. These discussion groups are used to evaluate the church’s communication ministry from the consumer’s viewpoint. Scott Vaughan Communications provides best-practices instruction for this project set-up.
3. Monday morning staff meeting to debrief Sunday and for overall communication education purposes.
4. Monday afternoon meeting with pre-selected individual staff to evaluate communication system.
5. Monday evening reserved for additional discussion groups, meetings with key leadership, and/or educational time with leaders and staff.
6. Tuesday morning meeting with communication / staff leadership to debrief insights and make recommendations regarding future of communication ministry.
7. Tuesday afternoon & evening research / discussions about strategies and methodology for extending the church brand into the community. How can we create a road-map for making the church known to its community?
8. Wednesday becomes a strategy development / writing day. Working at the church, with and without staff, Scott Vaughan will write an overall draft strategy to strengthen the church’s communication ministry and extend the church’s brand into its community.
9. Thursday morning debrief with communication / staff leadership; presentation of the draft strategy document.

Final: The church will receive, on Thursday morning, a 20-30 page draft document including its next steps in communication ministry.

Cost: \$5,150. Includes all travel expenses. A 50 percent deposit (\$2,575) due at booking; the final payment is due on-site.

Cancellation

Cancellation by either party, regardless of reason, will not result in a refund of the deposit. The event will be rescheduled within 12 months of the original event, but as soon as possible. Scott Vaughan Communications, LLC will only cancel due to bed-ridden illness, prohibiting travel, or in the event of death/tragedy.

Sample Schedule

A church will receive maximum benefit when it engages Scott Vaughan Communications, LLC for completion of work. The outline, above, can be completely customized to the goals of the local church.

Value-Added

Having Scott Vaughan, on-site for multiple days, can have additional communication benefit. In many cases, Scott’s interaction with staff and leaders can produce communication help for specific ministries, like weekday education, outreach events, small group promotion, and fellowship activities. <^><