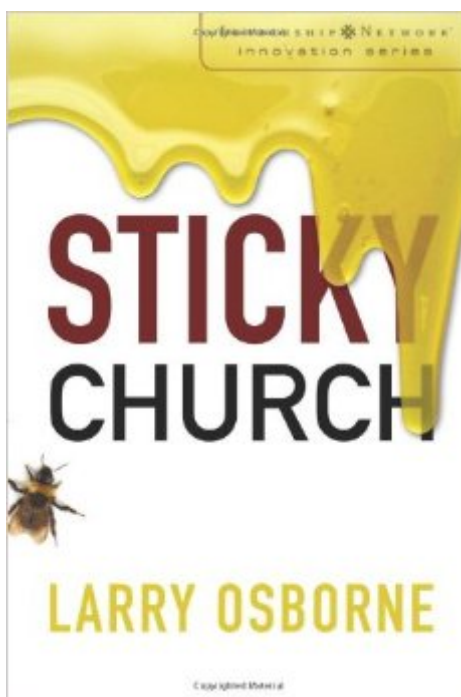


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# Sticky Church (Leadership Network Innovation Series)



## Synopsis

In *Sticky Church*, author and pastor Larry Osborne makes the case that closing the back door of your church is even more important than opening the front door wider. He offers a time-tested strategy for doing so: sermon-based small groups that dig deeper into the weekend message and tightly velcro members to the ministry. It's a strategy that enabled Osborne's congregation to grow from a handful of people to one of the larger churches in the nation—without any marketing or special programming. *Sticky Church* tells the inspiring story of North Coast Church's phenomenal growth and offers practical tips for launching your own sermon-based small group ministry. Topics include: Why stickiness is so important Why most of our discipleship models don't work very well Why small groups always make a church more honest and transparent What makes groups grow deeper and stickier over time *Sticky Church* is an ideal book for church leaders who want to start or retool their small group ministry—and velcro their congregation to the Bible and each other

## Book Information

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## Customer Reviews

I knew I wanted to read Larry Osborne's new book *Sticky Church* as soon as I read the title. I would guess that every pastor and every church has wrestled with the question about how to get people who visit their church to not only stay but how to get them connected. As Osborne points out we've tried just about everything but we still see too many of our people leaving through the back

door. The solution for Osborne and the folks at North Coast Church was to help people "stick" by getting them to be a part of their small group ministry. But the small groups at NCC were not your typical Bible study group or multiplying cell group. Osborne details the process that led him and his ministry team to focus on Sermon based small groups. As a result, those involved in small groups at NCC were given an opportunity to make application from what they heard the previous Sunday in the context of encouraging, accountable relationships. I found Osborne's book to be extremely helpful in developing my own vision and strategy for ministry but probably not in the way Osborne would have imagined when writing this book. I pastor a rural church where we don't have small groups--we are a small group. I found many of Osborne's comments and principles to be very relevant to our situation and the ministry we are trusting God to develop. Osborne covers everything from preaching, to church health, to relationships, and leadership training. I imagine the principles I gleaned will be most beneficial to the way I give leadership to the local church. My copy of *Sticky Church* is now marked up and well worn. My goal now is to go back through the book so I can process again the principles Osborne has shared.

I'm on staff at a church that's been doing small groups seriously for about five years. I've read many books on small groups and have learned some important things from most of them. As all honest authors admit, no particular model is completely transferable from one church context to another, and Osborne thankfully acknowledges this reality. Rather than prescribing the North Coast model as the panacea to solve all small group problems, he seems to approach "The Sticky Church" from the perspective of "here's what we've experienced, here's what's working for us, so use whatever is helpful." I like that. The overall premise of the book is that many churches spend too much time widening the front door (getting new people to come) and not enough time closing the back door (discouraging current attenders from leaving). As other reviewers have noted, Osborne spends the latter part of the book explaining NCC's primary solution for creating a Sticky Church, their small groups. There are two things about groups at NCC that are somewhat unique from much of the standard small groups literature. First, their groups are primarily sermon-based, which simply means that their "curriculum" is discussing the sermon from weekend worship. This has many benefits, which include encouraging better sermon listening, note-taking, and accessing the message online or with a CD if a person missed the message. And probably the biggest value of sermon-based groups is the simplification that it creates in people's lives, who are bombarded with messages and ideas and don't need yet another thing to be pondering and studying, even if it is a good small group study.

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