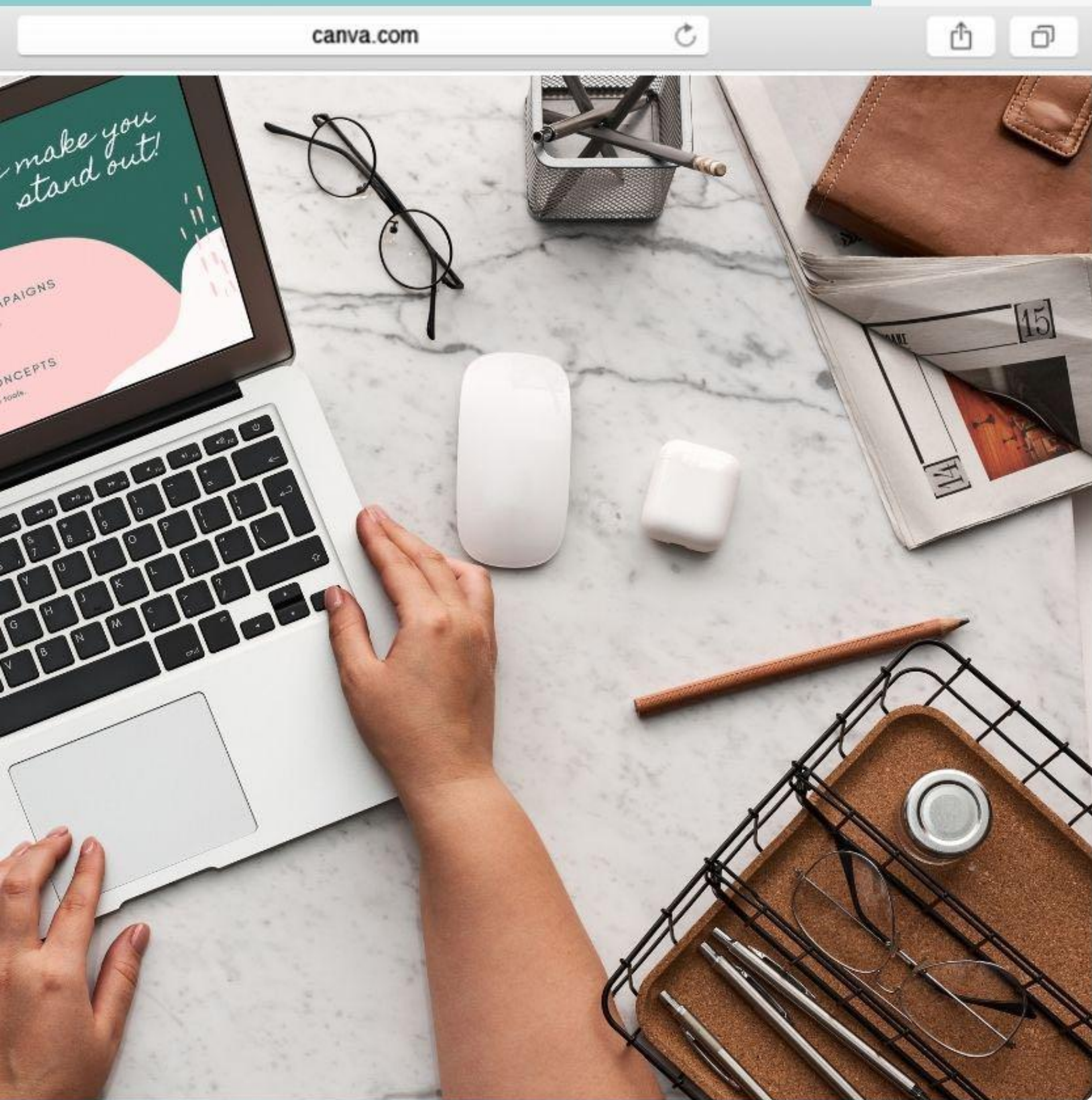


SLINGSHOT GROUP

Hiring Trends for Churches in 2021

"How churches are aligning resources and staffing to a new and emerging model of ministry"





“The only skill that will be important in the 21st-Century is the skill of learning new skills. Everything else will become obsolete over time”

-Peter Drucker



#1

Visual storytellers are in high demand because we live in a culture that feels with its eyes.

WHY VISUAL STORYTELLING MATTERS

- **82% of all consumer IP Traffic will be video by the end of this year**

- **250,000,000 people every day view an Instagram story**

- **4x as many consumers would rather watch a video about a product rather than read about it**

- **Visual content is 40 times more likely to get shared on social media vs. other types of content.**



#2

**Empathy is the our strongest play
in culture right now because
compassion has always been the
Church's super-power.**

CIRCLE OF
CONCERN

IMPACT

CIRCLE OF
INFLUENCE



ACCORDING TO BARNNA:

- **7 in 10 churched adults (70%) agree that, post-pandemic, churches should use digital resources to reach and engage their neighborhoods**





#3

**The “scattered” and “gathered”
Church need each other.**

ACCORDING TO BARNNA:

- **Half of churched Christians (50%) report that they would like to be coached on or given tools for digitally sharing their faith with non-Christians.**

- **Unchurched adults with high digital openness are much more likely to consider online classes designed to explore the Christian faith (40%) than in-person classes with this aim (23%)”**





[Redacted name]

It brings tears to my eyes to type this but I watched both services tonight live on Facebook.

And three people that are my Facebook friends that are not Christians saw I posted it on my page and watched the service with me online.

God is going to do a good work here! God is moving! Maybe people that would never step foot into a Christian church, just might watch with some of us online!!

Thank you, Jesus. Praising you!



1m Like Reply



#4

Diverse teams collectively nullify the weaknesses of their individual members.

WHY DIVERSITY MATTERS

- **Inclusive companies are 1.7x more innovative.**
- **Inclusive companies are 120% more likely to hit their goals.**
- **57% of employees think their company should be doing more to increase diversity.**
- **By 2065, the U.S. will not have any single ethnic or racial majorities.**





1

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2

Empathy is the our strongest play in culture right now because compassion has always been the Church's superpower.

3

The "scattered" and "gathered" Church need each other.

4

Diverse teams collectively nullify the weaknesses of their individual members.