

# *Ever Ancient - Ever New*

## Communications Day

### **Managing Experience: Implications for Your Ministry - Lou Carbone**

Don't forget the 5 aspects of Experience Management:

- 1) Sensing and Responding
- 2) Customer back
- 3) Understanding and leveraging the role of the unconscious mind
- 4) Clue conscious
- 5) Rigorous systems to manage those clues

### **Now that you know, what you can do??**

*First, consider the following individually ...then discuss them at your next staff or team meeting.*

- 1) The most **obvious** experience in the Church is our liturgy. But the most **common** Church experience is an encounter with us, in our ministry. What "clues" are you giving that shape a personal experience with you?
- 2) What is the unconscious, emotional impact that you deliver to people you encounter? How do you know?
- 3) What do you hope to communicate through the experience of Church you offer in your ministry?
- 4) Within your parish/school/organization . . . what collective experience do you hope to provide?

*Then, as a staff or team, answer the next question.*

**What 3 things will you implement or change in your parish, school or organization as inspired by this reflection?**

*Finally, post your staff or team answers at <https://www.facebook.com/commday2011>*

*And read what others have posted to get even more ideas about managing Church experiences.*