



## EQUIPPING HUDDLE // LEADER GUIDE

*The Power of Moments by Chip & Dan Heath-Part 1* | EASTSIDE CHRISTIAN CHURCH

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### **This 2-part huddle has three goals:**

1. To understand the 4 kinds of moments that shape our lives
2. To examine the traits that defining moments have in common.
3. To learn how to create them.

**“Defining moments shape our lives, but we don’t have to wait for them to happen. We can be the authors of them.”**

Huddle One will focus on creating moments of Elevation and Insight for guests and others you influence.

Huddle Two will focus on creating moments of Pride and Connection for guests and others you influence.

### **Huddle One: Moments of Elevation and Insight.**

#### **At Tables:**

1. What moments of Elevation or Insight did Jesus create?
2. What has been a defining moment of elevation or insight in your life?
3. What moments of Elevation do we have at Eastside? What moments of Insight do

we have?

**2. At Tables:** What impressed you most about the moments that John Deere created for new employees and that the priest created for the widow in his church (chapters 1-2)? Why are those kinds of moments so powerful? What are the lasting results of such moments in people's lives?

**3. From upfront: Watch:** <https://www.youtube.com/watch?v=syA8Fyl6G-4>. Examine the 7-point Customer Experience Index from chapter 3 (On Keynote): The happiest people in your industry/organization invest 9 times more money, time and energy with your product, not those who are unhappy. Why then do we spend 80% of our time trying to eliminate the things that people complain about?

Rick Warren in his book *The Purpose Driven Church* shares that efforts spent on trying to get unhappy people to stay at your church rarely keep them there. Your energy is best spent on connecting the happy and inquisitive people who are coming. In other words, spend most of your time at the front door, not the back door of your church.

**At Tables:** How can you leverage this idea of focusing your energy on those who are happy with your organization at Guest Central? Your tables at Next Steps? Your Small Group or Change Maker Team? Your business?

**Together:** What were some of the ways you come up with?

**4. At Tables:** “We feel most comfortable when things are certain but we feel most alive when things are not.” In light of the way our brains process new experiences (see free fall study toward the end of chapter 4), how can we go “off script” to make a moment for people when:

- Introducing them to attend Next Steps?
- Convincing them to use their SHAPE to serve others?
- Compelling them to attend an info meeting for a global trip or to participate in Serve Day?
- Getting them to try a small group?

**5. Together:** “How can we break the script often enough that it matters but not so often that our guests expect it” (Chapter 4)?

**6. Together:** What are some phrases we can use to “break the script” for a Guest?

Examples:

- It’s who ya know!
- Don’t tell anybody but....
- Can I let you in on a secret?
- Would you like to....?

**7. Together:** Think of the defecation in public problem in Bangladesh from chapter 5 and how they handled the lack of use of newly installed latrines through

the glass/hair/flies object lesson. 2 things move people forward when it comes to moments of insight:

1. Dramatization of truth
2. Crystalization of Discontent.

How does Gene do this in his messages? How has this ever happened for you?

**8. Together:** In Chapter 6, it says that the environment for transforming moments of insight involves this equation:

High standards + Assurance + Direction + Support = Transforming Moments

How do we offer that in Next Steps, small groups, and volunteer teams at Eastside?  
How could we enhance these elements?

**Optional idea:** Use results of Eastside's First Time Guest Survey and Next Step Graduate Survey to play Family Feud offering a small prize for the winning table. See Director of Assimilation at your campus to access results.

**9. At Tables:** How can we create more or better moments of Elevation or Insight for guests at our church? Share one suggestion from each table.

**10. At Tables:** How about you as a Christ Follower outside of Eastside? In what areas can you unleash the power of moments with those around you? Have someone close in prayer for some of these things to happen through our lives.

