Worship & Technology: Strategic Decisions Focused on Worship

Creating authentic worship space by solving problems.

Kim Anthony Gentes

Solve Problems & Meet Needs

- The importance of any technology is its utility

- This is especially true in our worship communities and events.

- Use technology to solve a problem or meet a need.

- If you have technology being used without this focus, you have given way to gadgetry.

Create Space

- Use technology to create opportunities for people to engage in worship

- All of your uses should help to open more avenues for different people to engage their hearts with God, glorify Him and follow His mission in their lives.

(more..)

Create Space

◆ Examples:

- Podcasting services
- Video enabled lyric presentation
- Uplifting loops for certain songs
- Video conferencing your next missionary report from the field,
- Expressions of worship via modern digital art.

Humanize

- In the business world, products are built to fit mass markets and demographics, which means they are inevitably more generic and less human.

- With the pace of technology leaving people feeling isolated, look for ways of using technology that approves and supports our humanity.

- Things such as oral and video communication can be great examples of humanizing technology.

Be Authentic to Your Community

◆ As a leader, be careful to use technology that is genuine of your personality and supports the ethos of your local ministry.

◆ This may mean deferring to your local congregation above your tastes.

◆ As your community changes, and use of the technology becomes more authentic for them, enabling it will be more natural, and more helpful.

Invest

◆ Once you know you are going to use a technology, don't cut corners.

◆ Invest as in 3 main areas:

1. Get Expert advice

2. Purchase best quality products

3. Pay for good training

◆ The most important money will be spent on consulting & training, not products.

Invest: Get Expert Advice

◆ Use professional consultants – people who are paid for their analysis and opinion.

◆ Three goals of a consultant:
- Clarify the need (requirements)
- Define the options (solutions)
- Make a recommendation (opinion)

◆ Heed their advice

Invest: Purchase Quality Products

- Purchase the best quality products
- Re-ask yourself: will this meet the need?
- What is it's lifecycle (re-investment timeframe)
  - Progressive 1.5-2 years (web & communications)
  - Average 2-3 years (software, internal systems)
  - Major capital 3-5 years (heavy equipment)
- Product cost should include support, updates, multi-usages, etc
- Get unbiased opinion
  - Go online, forums etc for real feedback from current users (don't read promotional endorsements)
  - Consumer Reports (if applicable)
  - Third party reviews

Invest: Training

◆ **Pay for top notch training for leaders**

- Get primary leader professional training
- If possible for church, send one or two other leaders in same area for training.
- If not, primary leader can bring back training for others

◆ **Train your technology operators- always provide them at least one hands on training session, even for simple tools.**

Using Technology Well

◆ Solve problems & meet needs

◆ Create space for worship

◆ Humanize

◆ Be authentic to your community

◆ Invest (advice, products, training)

About the author

Kim Gentes *is currently a worship leader and assistant pastor at the Gilbert Vineyard in Gilbert, Arizona. Kim & Carol are helping to plant a new church in South Gilbert/Chandler, AZ called the San Tan Vineyard (launches in Jan 2008). Kim serves as the president of WorshipMusic.com and is currently involved in launching a new online service- WorshipTeam.com. He pioneered and leads an music/art/culture worship experience in the Phoenix metro area, called "the Worship Gathering". Kim resides in Mesa, Arizona with his wife, Carol, and their 3 boys, Jordan, Jared and Cody.*

Contact, correspondence and booking inquiries should be directed to :

Address: the Worship Gathering, 2432 W. Peoria Ave STE 1181, Phoenix, AZ 85029
Phone: (602)861-2555
Email: kim@worshipmusic.com

For more information about online worship planning with legal music access, see http://www.worshipteam.com/

For info about worship resources, see http://www.worshipmusic.com/

For info about the Worship Gathering see http://www.worshipgathering.com/