

A 7-MINUTE DIAGNOSTIC

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Five movements. One honest score. One clearer next step.

The City First *Audit*

For pastors and ministry leaders who need to identify the one breakdown limiting their city reach, community impact, and growth.

Map • Occupy • Partnership • Bridge • Invitation

USE IN ONE SITTING • ANSWER HONESTLY

Write what is true.

BEFORE YOU BEGIN

Most pastors do not have a passion problem.

They have a clarity problem. They love their city. They preach faithfully. They gather people. They run events. But somewhere between activity and impact, something gets lost. The church stays busy, yet the city does not clearly feel its presence.

City First is not about doing more ministry. It is about reading the city more accurately, showing up more intentionally, and building a church the city can actually recognize as good news.

Take this in one sitting. Do not write what sounds spiritual. Write what is true.

How to use this audit

Set aside 7 focused minutes. Use a pen if possible. Do not answer as a team. Do not edit your instincts into something cleaner than reality.

The five movements

Map, Occupy, Partnership, Bridge, Invitation. Score each area from 1 to 5. Your lowest score matters more than your highest one.

01 LOCAL AWARENESS

Map

If your church disappeared tomorrow, would the people immediately around you notice?

WHAT THIS REVEALS

This is your local awareness test. It measures whether you actually know the geography, people, and pressure points attached to your assignment.

WRITE WHAT IS TRUE

- ☐ Who on the actual streets around your church would feel your absence?
- ☐ Can you name the families, workers, schools, business owners, or vulnerable groups closest to you?
- ☐ What are the two or three most visible burdens in your immediate area?

SCORE THIS MOVEMENT — MAP

① ② ③ ④ ⑤

02

VISIBLE PRESENCE

Occupy

Where is your church visibly and consistently present in the life of the city?

WHAT THIS REVEALS

This measures whether your ministry has presence beyond the building. A church can have an address in a city without occupying meaningful space in that city.

WRITE WHAT IS TRUE

☐ Where do your people regularly show up outside Sunday?

☐ What spaces in your city know your church by experience, not by name only?

☐ Are you present in the places where real community pressure is felt?

SCORE THIS MOVEMENT — OCCUPY

① ② ③ ④ ⑤



THE ECOSYSTEM

Partnership

Who are you building with right now to serve the city more effectively?

WHAT THIS REVEALS

This measures whether your church sees itself as the hero or as part of the ecosystem.

WRITE WHAT IS TRUE

- ☐ Which local leaders, schools, ministries, nonprofits, or civic organizations know you and trust you?
- ☐ _____
Where are you trying to build alone when partnership would create more reach?
- ☐ _____
What relationship needs to be strengthened before the next initiative begins?

SCORE THIS MOVEMENT — PARTNERSHIP

① ② ③ ④ ⑤



DIFFERENTIATION

Bridge

What is the one thing your church can uniquely connect between the city's need and the gospel's presence?

WHAT THIS REVEALS

This is your differentiation test. It identifies whether your ministry has a distinct, needed contribution or whether you are repeating what the city already has.

WRITE WHAT IS TRUE

- ☐ What does your city already have plenty of that you keep offering anyway?
- ☐ What need is still exposed or underserved in your context?
- ☐ What can your church do with credibility, consistency, and conviction that would matter here?

SCORE THIS MOVEMENT — BRIDGE**1 2 3 4 5**

05 THE PATH IN Invitation

How are you clearly inviting the city into your church, your people, and your next step?

WHAT THIS REVEALS

This measures whether your church has a real path for outsiders to move from awareness to relationship.

WRITE WHAT IS TRUE

☐ If someone encountered your church this week, what would they be invited into next?

☐ _____
Is your invitation relational, visible, and easy to say yes to?

☐ _____
Are you expecting the city to find you, or are you actively bringing them in?

SCORE THIS MOVEMENT — INVITATION

① ② ③ ④ ⑤

THE SCORING

Score yourself honestly.

Rate each movement 1 to 5. Be precise. The honest number is more useful than the flattering one.

1

Fog

You could not write a real answer. You have not thought about this clearly.

2

Guessing

You wrote something down, but there is little evidence behind it.

3

Generic

Your answer could apply to almost any church in almost any city.

4

Specific

Names real people, places, or actions, but not yet fully systematized.

5

Working

True, specific, visible, and already active in the life of your church.

Add your five scores

+

+

+

+

=

5-10

Misaligned

Your church may be active, but it is not yet strategically connected to the city it says it wants to reach.

11-17

Aware but stalled

You can sense the problem, but you do not yet have a repeatable framework to act on what you see.

18-22

Moving without structure

You are doing meaningful work, but too much of your traction depends on effort and instinct instead of a clear system.

23-25

Ready to scale

You are not asking whether you should move. You are deciding how to organize, strengthen, and multiply what is already working.

WHAT COMES NEXT

The audit is the diagnosis. *Not the fix.*

You now know your lowest movement. That number is your starting line — the one breakdown limiting your reach. The next step is turning that diagnosis into a plan.

NEXT STEP

City First Intensive

A live strategy workshop for pastors and ministry leaders who want to turn this diagnosis into a 90-day city reach plan.

- Identify the one breakdown limiting traction.
- Clarify where your church should focus first.
- Build a city-specific strategy using the full framework.
- Leave with a practical 90-day action plan.

Reserve your seat for the City First Intensive.

Claim Your Seat →