

321 - Episode 2 - Defining Wins

Leadership is taking people someplace you're already going. That means if you want to lead well, you'll strive to find the best ways to take others along, and if you want to make an impact, you need to empower those going with you to take others with them!

Today, we're diving into something **every leader needs to master: Defining Wins**. If your team doesn't know what success looks like, they'll either guess—or worse, they'll assume they're failing.

Here's what we know:

- ✓ **Your team wants to win.**
- ✓ **Clear wins keep people motivated and engaged.**
- ✓ **Wins create clarity, eliminate confusion, and accelerate momentum.**

And here's the challenge—if **you don't define the win, your team will create their own**. And it may not be the right one.


🔥 *Side note:* Wins naturally reinforce values over time. We'll talk more about values and culture in a **future episode**, but today, we're focusing on **how defining wins helps your team thrive**.

🏆 **The Power of Defining Wins by Looking at the Pitfalls of Not Defining Wins:**

3 Common Pitfalls When Wins Aren't Defined

- 1️⃣ **The Wrong Win** – People assume success is something different from what actually matters....
 - Good instead of best....
 - Less likely people on your team is pursuing bad wins.
 - If a team isn't sure what success looks like, they'll guess. And often, they'll guess wrong.
 - Example: A production team focuses only on **smooth transitions and technical perfection**, but the real win is **creating an atmosphere where people can connect with Jesus**.
More examples: Usher team - quick more so than friendly /// **Worship team** - every note more so than sincere worship /// **Small group** - so serious about study that people are afraid to fellowship....
- 2️⃣ **The Invisible Win** – People are succeeding, but they don't know it because it hasn't been verbalized.
 - Example: A team is consistently making a spiritual impact, but because leadership hasn't named and celebrated that win, they feel like they're failing.
 - People need to see progress to stay engaged...natural human need.....
- 3️⃣ **The Uncelebrated Win** – People are hitting the mark, but the leader never acknowledges it.
Not saying everyone needs a party or participation award every time they do what you want.....but if there's never an acknowledgement, your whole team suffers, but especially your highest performers. Why? Wouldn't they suffer less since they're doing so well? Maybe, but maybe not. The reality is they could be trying so hard to get you to see them that they're on the verge of breaking, and they put this crazy pressure to perform on themselves, and your acknowledgment as their leader would relieve so much of that pressure. And no, they will not let off the gas when you acknowledge them. They're going to be more laser focused on those wins, and probably let go of over-exerting their energy on some of the other areas they're performing well at that may not matter as much, if at all.

- *Uncelebrated wins don't feel like wins.* If you're not affirming success, your team will lose motivation.

 **Quick Leadership Check:** *If I asked every person on your team, "What does success look like here?" would their answers be consistent?*

How to Define Wins for Your Team (A Simple Playbook)

A 5-Step Playbook for Defining Wins

1 Start with the Organizational Win.

- Every win should connect to your **greater mission & vision.**
- Example from Restore: *We win when people grow in their love for Jesus and live fully surrendered to Him.*

2 Make It Specific and Measurable.


- If a win is vague, it's forgettable.
- Example: **Instead of "Great worship," say, "A win is when people participate in worship, not just listen."**
- Example: **Instead of "Make guests feel welcome," say, "A win is when a first-time guest feels like family before they leave."**

3 Communicate It Constantly.

- People need repetition to internalize what matters.
- Talk about wins in team meetings, one-on-ones, and leadership gatherings.

4 Find & Share Real-Life Stories.

- Stories **bring wins to life.**
- If you want to instill a culture of engagement, celebrate stories where people took next steps.


 **Action Step:** *This week, identify ONE win that aligns with your team's values and share it with them.*

Pro - tip: Do this as a family as well!

Church as a family, not a business. The more experienced I get at ministry, I feel like a family should function more like a business and then the church should function like the family that functions like a business.

CLOSING — what is leadership? Alignment Creates Momentum

- When wins are clear, **everyone rows in the same direction.**
- Example: A **Kids Ministry team** may prioritize **fun** (which is great!) but neglect **spiritual engagement.** If the win is defined as *"A child leaves knowing one new truth about Jesus,"* it brings **alignment** to the whole team's approach.

 **Reflection:** *What is something your team values that you haven't clearly defined as a win yet?*

Your Leadership Challenge (Take Action This Week!)

Your 24-Hour Leadership Challenge:

1 Write down a clear, simple win for your team this week.

2 Share it with them in your next meeting.

3 Celebrate someone who is already living out that win! — invite them to watch this and help you instill this with the rest of your people



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