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*Because People Matter operates in the context of local church ministry, specializing in relational strategies to create environments that meet people where they are, connecting people to God and each other... because people matter.*  
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### **About Mark**

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*Mark has spent the past 25 years serving and leading people. While many of those years were focused within the local church, he brings marketplace experience from retail management, as well as career development and training. Regardless of his work or ministry context, he is about investing in people, because he believes people really matter. Think of him as a "people advocate."*

*He is a unifying force at Granger Community Church where he oversees adult relational connections, including groups, guest services and volunteer strategies. As Granger's chief guest services practitioner he specializes in establishing, inspiring and cultivating teams of volunteers who make GCC a relaxed, rejuvenating and relevant experience for members and guests. The teams he builds are passionate about helping people connect with and serve others.*

*Mark's first book, *First Impressions: Creating Wow Experiences in Your Church*, addresses the issues of guest attendance growth and volunteer development, offering strategies for making high-impact first impressions. A sought after consultant and trainer, Mark has helped local churches of all sizes improve their guest services experience.*

*Mark's vision extends well beyond Granger's weekend services; he is the driving force behind the church's commitment to helping people discover their unique significance to serve in the 200+ volunteer roles at GCC. His most recent book, *Lasting Impressions, From Visiting to Belonging*, picks up where *First Impressions* leaves off. With practical insight and honest stories Mark presents a strategy for creating environments that encourage people to own their journey in personal relationships, helping them belong, not merely attend church.*

*His clear understanding of guests, expertise in team-building and keen eye for excellence call out the best in the people who make up the local church – any local church. Mark serves and leads because people matter.*

*Mark shares his love of life and people with Laura, his wife of 27 years, and their 16-year old daughter, Olivia.*

## Consulting Services Menu

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- *Assess your church's current "impression" to guests*
- *Assist with the development of vision and desired outcomes for serving guests*
- *Propose strategies and practical steps to improving your serve as it relates to the weekend experience:*
  - *Virtual and Off-campus Experience*
  - *Campus Appearance/Navigation*
  - *Facility Appearance/Navigation*
  - *Guest Services Experience*
  - *Weekend Service Relevance*
  - *Integration of Programs*
- *Review weekend leadership and team structure, recommending changes to maximize effectiveness*
- *Evaluate opportunities to connect people relationally, helping you create onramps that are visible and accessible*
- *Explore your various environments, clarifying their purpose and functionality in uniting people to Christ and your church*

## Consulting & Training Methods

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- *Visit your church as a "secret shopper"*
- *Meet personally with your staff and/or lead volunteers*
- *Provide written assessment of weekend experience with accompanying recommendations*
- *Train your staff and volunteers through evening, half-day or full-day workshops*
  - *First Impressions:*
    - *Clarify your vision and philosophy of ministry to new guests*
    - *Understand what people are looking for at your church*
    - *Identify and eliminate distractions*
    - *Establish best benchmark practices*
    - *Invite and train your team*
    - *Leadership and renewing vision*
  - *Lasting Impressions:*
    - *Understand what you expect when your guests return*
    - *Learn the difference between responsible "to" vs. responsible "for"*
    - *Define spiritual transformation and the discipling process for your church*
    - *Understand key human interactive spaces and how they impact your ministry*
    - *Design environments that allow people to own their journey in community*
    - *Clarify accessibility to connection via groups, volunteering and gatherings*
- *Follow-up support via email and telephone conferencing*

## Testimonials

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- *"I've always been somewhat of a freak about service in the marketplace and I'd been in and around Church enough to have had and seen some of those experiences. The message captured me; it made sense that the "Church" should pay the greatest detail to this guest experience. Mark is a great guy and an awesome communicator and we have been changed by his heart and his message."*
  - Kim L. Hogue, Director of Connection, Koinonia Christian Fellowship, Hanford, CA
- *"I loved the First Impressions, Lasting Impressions workshops that I attended last week. Mark Waltz is the best, and I learn so much from his workshops. I attended a year ago last March, before we began our Guest eXperience Team in our new facility, so now a year later, it is encouraging to see that we are on track."*
  - Libby Westcott, Guest eXperience Team Coordinator, Fellowship Bible Church, Little Rock, AR
- *"Mark is an excellent communicator and all of the material had a positive effect on me. I was encouraged, challenged and reaffirmed."*
  - From Dallas, TX
- *"I loved the 90 second invite and the conversations about when expectations are not met—something that I am dealing with right now!"*
  - From Phoenix, AZ

## Book Endorsements

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- *"Mark and the team he works with at Granger are giving some of the best thought in our day to the idea of Lasting Impressions in the church. Here he lays out a vision of church as a place where people discover they can belong and become what they never dreamed. A vision where the voice of the Spirit can be heard in new and fresh ways by people who thought they were spiritually tone-deaf. It's a vision that might change you, your church, and people who don't even know God right now."*
  - John Ortberg, Senior Pastor, Menlo Park Presbyterian Church, Menlo Park, CA
- *"Want people to do more than visit your church? Read Lasting Impressions, wrestle with what is and what could be, and then develop or redevelop your plan to help people belong – to God and each other."*
  - Craig Groschel, Senior Pastor, LifeChurch.tv, Oklahoma City, OK
- *"Mark's insight in [Lasting Impressions] on connecting people with God and others in real and lasting ways is right on. He reminds us again that everyone matters to God, and, because of that, we need to meet people where they are – not where we wish they were."*
  - Ed Young, Senior Pastor, Fellowship Church, Grapevine, TX
- *"I loved Mark's first book, First Impressions. And Lasting Impressions takes it a step further. Every leader who is serious about getting people connected to their church needs to read this book. Inspirational and practical."*
  - Mark Batterson, Lead Pastor, National Community Church, Washington, D.C.
- *"Mark understands the most important element of making any organization (from a business to a church) attractive and sustainable; the Consumer Experience. This book will help you create and manage an experience that is engaging and inspiring – giving you an edge in this topsy turvy world. Get this book and improve the first impressions that you make on everyone that crosses your path (or threshold)."*
  - Tim Sanders, former Chief Solutions Officer at Yahoo!, Author: Changing the World at Work

## Contact

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Mark Waltz  
Granger Community Church  
630 E. University Drive  
Granger, IN 46530

Email: [mwaltz@gccwired.com](mailto:mwaltz@gccwired.com)  
Phone: 574.243.3500, x391

[www.becausepeoplematter.com](http://www.becausepeoplematter.com) – Mark’s blog  
[www.gccwired.com](http://www.gccwired.com) – Granger Community Church website  
[www.wiredchurches.com](http://www.wiredchurches.com) – Granger Community Church ministry resource website