

NETWORK RESOURCE · COHORT PROGRAM



CHURCH GROWTH COHORT

A 24-month network-level program to help churches break their next growth barrier.

24 MONTHS

3 x 1:1 SESSIONS / YEAR

PER-PASTOR COACHING

PROVEN SYSTEMS

Program Overview

The Church Growth Cohort is a 24-month, network-level coaching investment designed to help churches break their next growth barrier. Unlike one-time conferences or generic curriculum, this program delivers personalized 1:1 coaching, proven systems, and practical implementation support across two full years of ministry.

24

Month Cohort Window

6

Private 1:1 Sessions Per Pastor

3

Core Growth Pillars



WHY THIS EXISTS

Designed for Networks. Built for Pastors.

Most church growth resources treat every pastor the same. This cohort is different — a network-level investment with individual-level impact, giving your churches a shared language, common framework, and personalized coaching tailored to each pastor's unique context.

What Makes This Different

A 24-month coaching relationship with structured curriculum, real accountability, and 1:1 sessions specific to each pastor's church — not a generic playbook.

Who It's Built On

Mike Santiago planted Focus Church in 2011 with 7 people. Today it's a multi-site movement impacting thousands — decades of real ministry distilled.

THE 24-MONTH ROADMAP



MONTH BY MONTH

The cohort is structured across eight focused phases, each building on the last. Every pastor moves through the same framework while applying it to their specific church context, size, and community.

MO. 1-3 FOUNDATION

Phase 1 — Creating an Accurate Baseline

Before anything grows, you have to know where you are. Pastors audit their current systems, attendance patterns, assimilation gaps, and leadership health. A guided organizational audit tool is provided to every participant to kick-start honest, clear-eyed evaluation.

Baseline Audit

Org Health

1:1 Session #1

MO. 4-6

GUEST SYSTEMS

Phase 2 — First-Time Guest Framework

The 21-day First-Time Guest Framework is implemented in full — covering the pre-visit digital presence, the in-service experience, and the post-visit follow-up sequence. Churches build physical connection cards, personal follow-up systems, and a structured next-steps pathway.

First-Time Guest Framework

Next Steps System

YouCard

MO. 7-9

ONLINE PRESENCE

Phase 3 — Telling Better Stories Online

Pastors learn to leverage their digital footprint — website, social media, and YouTube — as the front door of their church. The 7-Touch Household Name framework, brand guide approach, and YouTube channel strategy are all implemented in this phase.

Marketing + Branding

7-Touch Framework

Website Clarity

MO. 10-12

YEAR 1 CLOSE

Phase 4 — Staff Culture & Volunteer Rallying

Year one closes with a focus on internal health: staff meetings that move the ball forward, department reporting, volunteer recruitment, and the Recruitment Window framework. Pastors receive their second 1:1 session and a full Year 1 review.

Staff Meetings

Recruitment Window

1:1 Session #2

Year 1 Review

MO. 13-15

PREACHING

Phase 5 — Sermon Masterclass

Pastors enter the Sermon Masterclass framework — moving from information delivery to genuine transformation. Series planning, study rhythms, style development, and feedback tools are all covered. This module helps pastors preach sermons that keep people coming back every week.

Sermon Masterclass

Series Planning

Preaching Style

1:1 Session #3

MO. 16–18

LEADERSHIP

Phase 6 — Raising Up the Next Layer of Leaders

The I Get To Lead framework is deployed — a twice-annual leadership development model that creates a pipeline from volunteer to leader. Culture Vultures teaching, Disguising Information, and leadership evangelism principles are covered in full.

I Get To Lead

Leadership Pipeline

Culture Health

1:1 Session #4

MO. 19–21

ASSIMILATION

Phase 7 — Deepening the Connection Pipeline

Party with the Pastors and Serve 101 are fully implemented as a two-step monthly connection system. Churches establish a consistent cadence with printed materials, slide decks, RSVP systems, and a first-serve shadow onboarding process. Guests become teammates.

Party w/ Pastors

Serve 101

Guest Retention

1:1 Session #5

MO. 22–24

MOMENTUM

Phase 8 — Systems, Scale & Sustaining Growth

The final phase locks in the operational tempo, hand-off plans, and structures that allow growth to sustain beyond the cohort window. Org charts, department report cadence, and ideal work week are finalized. Each pastor closes with their final 1:1 session and a personal growth plan for the next season.

Operational Tempo

Org Systems

1:1 Session #6

Growth Plan



COACHING STRUCTURE



PRIVATE 1:1 SESSIONS

3 Sessions Per Pastor, Per Year — 6 Total

Each pastor enrolled in the cohort receives three private, 30-minute 1:1 coaching sessions per year — six total across the 24-month engagement. These are not group calls. They are private, context-specific, and actionable. Every session has a defined focus tied to the current phase of the cohort.

Session 1 — Baseline + Vision

Audit the church's current state. Identify the #1 growth barrier. Build a 90-day action plan tailored to this pastor's context.

Session 2 — Mid-Year Check-In

Review implementation progress from months 1–6. Course-correct where needed. Set clear priorities for months 7–12.

Session 3 — Year 1 Review

Celebrate real wins. Identify what's still stuck. Prepare mentally and strategically for Year 2 momentum.

Session 4 — Leadership Deep Dive

Focus on developing the next layer of leaders. Evaluate the pipeline health and address any culture gaps surfacing in the team.

Session 5 — Connection Systems Review

Evaluate guest retention, assimilation, and the overall guest journey. Refine the two-step connection process for maximum retention.

Session 6 — Graduation + Future Planning

Close the cohort with complete clarity. Build a personal growth roadmap for the next season of ministry beyond the cohort.

Sessions are scheduled directly through the Church Growth Coach admin team. Text access is also available to all cohort pastors for quick questions between sessions.

CORE CURRICULUM

Three Pillars of Growth

01

Pillar 1 — Vision, Culture & Guest Systems

Churches that grow have a clear vision, a healthy culture, and a system for retaining new guests. This pillar covers the First-Time Guest Framework (21 days), the Party with the Pastors connection model, Serve 101 onboarding, and the 7-Touch Marketing Framework. Pastors leave with fully operational connection pipelines.

02

Pillar 2 — Preaching That Retains People

The Sermon Masterclass curriculum helps pastors move from repetition to real growth. Covering study rhythms, series development, delivery coaching, and honest self-evaluation — this pillar ensures the Sunday experience is compelling enough to make people want to bring their friends back next week.

03

Pillar 3 — Leaders, Staff & Operational Systems

Sustainable growth requires healthy internal infrastructure. Staff meeting systems, department reporting, the I Get To Lead leadership pipeline, volunteer recruitment, org charts, hand-off plans, and a full operational tempo framework are all covered. The goal: a church that doesn't require the pastor to hold everything together alone.

WHAT'S INCLUDED

FULL RESOURCE LIBRARY

Every pastor in the cohort receives access to the complete resource library — not just the coaching calls. These documents, templates, slide decks, and systems are battle-tested and ready to implement.

01 Church Growth Bootcamp Curriculum The full 6-week Bootcamp resource covering staffing, calendars, marketing, assimilation, sermons, volunteers, and systems.	02 First-Time Guest Framework (21 Days) The complete 3-phase guest journey system — before, during, and after the visit — with daily action steps and implementation tools.	03 Sermon Masterclass Full preaching development curriculum covering study rhythms, series planning, style clarity, and feedback tools.
04 Party with the Pastors System Slides, printed material templates, RSVP forms, and video walkthrough for a consistent monthly first-step connection event.	05 Serve 101 Onboarding System Full slide deck, video walkthrough, virtual option, and RSVP system for connecting people to a volunteer team every month.	06 Brand Guide + Marketing Templates Brand guide framework, Branding Like a Pro slides, and the 7-Touch Household Name marketing system.
07 Staff Meeting + HR Templates Staff meeting notes, department report, hand-off plan, Focus Church staff document, and ideal work week framework.	08 Volunteer + Leadership Resources Recruitment Window slides, I Get To Lead notes, Culture Vultures teaching, team handbooks, and Visie's appreciation model.	09 Sample Documents Library YouCard, Easter Survey, Salvation Cards, Live Hosting Guidelines, Donor Letter, and a personal text follow-up sample.
10 Break200.com Full Access Unlimited videos, documents, sermon series artwork, and access to the private Break200 member community.	11 6 Private 1:1 Coaching Sessions Three 30-minute private sessions per pastor, per year — tailored to your church context and current growth barriers.	12 Direct Text + Email Access Mike's cell and admin contact available to all cohort pastors for quick questions and encouragement between sessions.

WHO IT'S FOR

This Cohort Is Built For



Network Leaders

Denominational and network leaders who want to provide affiliated churches with a proven, structured growth resource — not just inspiration, but real implementation.

Lead Pastors

Pastors who are stuck, plateaued, or ready for their next season of growth and want a clear system for moving forward with confidence and clarity.

Church Planters

Planters who need to build healthy systems from the start — guest retention, volunteer teams, leadership pipelines, and preaching development — before bad habits get baked in.

WHAT PASTORS ARE SAYING

REAL RESULTS FROM REAL CHURCHES

These are pastors who invested in proven systems and did the work. The results speak for themselves.

150 to 350 in 6 months.

"Any pastor contemplating this — DO IT. DO IT NOW! We were averaging 150, we are now averaging 350. That's only 6 months after implementing Break200."

— Carlos Rodriguez

Break200 Member

55 to 200+ in 9 months.

"In just 9 months as lead pastors, our Sunday attendance grew from 55 to over 200! God is good. Thank you, Break200!"

— Eddie Stith

Break200 Member

Year-end offering grew 5x.

"In 2021, we raised \$3,800 for our year-end offering. By 2022, it grew to \$7,200. In 2023, after applying Break200 principles, we shattered our goal, raising over \$20,224! Thank you, Mike Santiago and the Break200 family!"

— Russ Smith

Break200 Member

A breath of fresh air.

"I've attended conferences for years and had honestly lost interest in going to any more — until the Break200 conference. It was a breath of fresh air. Everyone I met was genuine and sincere. It was clear that Pastor Mike, his staff, and all the volunteers truly have a heart to see other churches grow, succeed, and most importantly, lead others to Jesus."

— Break200 Conference Attendee

Break200 Conference