

FREE RESOURCE — CHURCH STAFF BOOK CLUB

# Church Detail Walk Checklist

Experience your church the way a guest does — scene by scene — and notice what communicates before anyone says a word.

## How to Use This Checklist

Walk through your church as if it's your first time on campus. Do not fix anything yet. Just observe, score, and take notes.

Complete one scene at a time. Reconvene as a team to discuss findings after the walk.

**1** Confusing or uncomfortable

**3** Neutral / fine

**5** Clear, warm, and reassuring

# 1 Arrival & Parking Lot

EXPERIENCE	SCORE (1-5)	NOTES
It's clear where to park	<input type="text"/>	_____
First-time guest parking is obvious (if offered)	<input type="text"/>	_____
Parking attendants feel calm and friendly	<input type="text"/>	_____
Signage is clear and helpful	<input type="text"/>	_____
I feel less stressed after parking	<input type="text"/>	_____

## What This Scene Communicates:

You're welcome here

You're on your own

We're prepared

We didn't think about you

## ADDITIONAL NOTES

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## 2 Sidewalks, Doors & First Entry

EXPERIENCE	SCORE (1-5)	NOTES
I'm acknowledged within 10 seconds	<input type="text"/>	_____
Someone makes eye contact and smiles	<input type="text"/>	_____
Doors feel open and inviting	<input type="text"/>	_____
I know where to go next	<input type="text"/>	_____
Greeters feel present, not distracted	<input type="text"/>	_____

**What This Scene Communicates:**

You matter     We're glad you're here     We're busy     You're invisible

**ADDITIONAL NOTES**

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### 3 Lobby / Gathering Space

EXPERIENCE	SCORE (1-5)	NOTES
The space feels calm, not chaotic	<input type="text"/>	_____
Staff/volunteers notice guests more than each other	<input type="text"/>	_____
Restrooms, coffee, kid's areas are easy to find	<input type="text"/>	_____
Signage avoids insider language	<input type="text"/>	_____
I feel comfortable lingering here	<input type="text"/>	_____

**What This Scene Communicates:**

- You belong
- This is for insiders
- You'll figure it out
- We've thought about you

**ADDITIONAL NOTES**

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4 Kids & Family Experience

EXPERIENCE	SCORE (1-5)	NOTES
The process is easy to understand	<input type="text"/>	_____
Volunteers feel confident and warm	<input type="text"/>	_____
Parents are not rushed	<input type="text"/>	_____
Safety procedures feel reassuring	<input type="text"/>	_____
I would trust my child here	<input type="text"/>	_____

**What This Scene Communicates:**

Your family is safe

We're prepared

This might be stressful

We do this well

**ADDITIONAL NOTES**

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5 Pre-Service & Seating

EXPERIENCE	SCORE (1-5)	NOTES
It's obvious where to sit	<input type="text"/>	_____
Help is offered without pressure	<input type="text"/>	_____
Late arrivals are handled graciously	<input type="text"/>	_____
I don't feel like I'm interrupting	<input type="text"/>	_____
Instructions are clear and calm	<input type="text"/>	_____

**What This Scene Communicates:**

- You're not a burden
- We planned for you
- Don't mess this up
- You're welcome

**ADDITIONAL NOTES**

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## 6 Service Language & Transitions

EXPERIENCE	SCORE (1-5)	NOTES
Language is guest-aware	<input type="text"/>	_____
Jargon is explained or avoided	<input type="text"/>	_____
Begins on time and transitions are smooth	<input type="text"/>	_____
Guests are acknowledged appropriately	<input type="text"/>	_____
The tone feels warm, not performative	<input type="text"/>	_____

**What This Scene Communicates:**

You're included     You should already know this     You're safe here     This isn't for you

**ADDITIONAL NOTES**

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EXPERIENCE	SCORE (1-5)	NOTES
People linger rather than rush out	<input type="text"/>	_____
Guests are acknowledged after service	<input type="text"/>	_____
Next steps are clear	<input type="text"/>	_____
I feel invited to stay	<input type="text"/>	_____
Someone thanks me for coming	<input type="text"/>	_____

**What This Scene Communicates:**

We're glad you came

Thanks for attending

See you next week

Mission accomplished

**ADDITIONAL NOTES**

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## 8 Exit & Final Impression

EXPERIENCE	SCORE (1-5)	NOTES
Someone is present as I leave	<input type="text"/>	_____
I leave with clarity	<input type="text"/>	_____
I feel noticed on the way out	<input type="text"/>	_____
The experience ends intentionally	<input type="text"/>	_____
I'd feel comfortable coming back	<input type="text"/>	_____

**What This Scene Communicates:**

**ADDITIONAL NOTES**

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## Final Reflection

1. What moment felt most confusing?
2. What moment felt most comforting?
3. What detail surprised me?
4. Where did we unintentionally communicate "this is for insiders"?
5. What one small change would improve the guest experience immediately?

NOTES

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"Guests don't experience your church as a service.  
They experience it as a series of scenes.  
Every scene tells a story."

Inspired by *The Come Back Effect* — a free resource from Church Staff Book Club