

Spiritual Formation & Missional Behavior Survey

A benchmarked diagnostic of how your people are formed — and what they do about it.

Designed, fielded and analyzed by Ryan S. Kozey, PhD · Organizational assessment · congregational data since 2010

Most congregations know how they *feel*. Few know where they actually **stand**. Spiritual formation and missional behavior are the areas I have spent fifteen years measuring — the instrument, the benchmarks and the interpretation all come from one body of work built across **hundreds of churches in hundreds of cities**. Your people are surveyed directly, every result is set against that benchmark, and your leadership team stops debating impressions and starts working the one or two levers that will actually move.

WHAT THE ASSESSMENT MEASURES

Seven formation categories

Scored as means on a 1–10 scale, per person and per congregation

Sunday Worship Small Group Service
Bible Study Prayer Evangelism Confidence
Community & Stewardship

Every category is measured twice — **frequency** (how often people practice it) and **impact** (what that time actually returns). That single split is what separates a discipline problem from a depth problem, and it changes the fix entirely.

Three stages of missional behavior

Median people per respondent over the past twelve months

- **PRESENCE**
Relationships built with people who do not yet follow Jesus
- **PROCLAMATION**
Gospel conversations actually shared out loud
- **CONVERSION**
Professions of faith personally witnessed

The ratios *between* stages show exactly where your funnel narrows — and whether the constraint is courage, contact or volume.

WHAT YOUR CHURCH OR ORGANIZATION RECEIVES

- A **designed report deck** — board-ready, presentation-ready, built to be shown, not just filed.
- A **written executive summary** that interprets every number in plain English for leaders who did not take statistics.
- A **gap map**: each category scored, benchmarked, and ranked against every church in the network.
- A **peer-set comparison** against congregations your own size — not just the largest ones pulling the average up.
- **Three prioritized recommendations**, ordered by expected impact rather than ease.
- A **next-year target sheet** — what to move, what to hold, by how much, and the noise threshold below which a change isn't real.

WHAT A FINDING ACTUALLY LOOKS LIKE

Read against a 17-church network of 787 respondents, one congregation posted evangelism confidence **above** benchmark, relationships with non-Christians **at** benchmark, and the highest conversion-per-conversation ratio in the network — yet gospel conversations a third **below** it. Not a courage problem, not an isolation problem, not an effectiveness problem. Volume: people willing and equipped, but not consistently asked.

HOW IT WORKS

01 Design & field

A ten-minute survey, any congregation size. No software for you to run.

02 Analyze & benchmark

Ranked against the national data set and your own size-peer set.

03 Report & debrief

Deck, executive summary, and a working debrief with your leaders.

MEASURING SOMETHING ELSE

Tell me what you need to know.

Formation and missional behavior are my specialty, not my limit. If the question is retention, volunteer engagement, staff health, giving — or something no instrument covers yet — I will help you define what to measure and build a custom study around it, scoped and priced to the question.

INVESTMENT

\$500

STANDARD ASSESSMENT, PER CONGREGATION

Custom studies scoped and priced by agreement.

TO COMMISSION A REPORT, CONTACT

Ryan S. Kozey, PhD

rkozey@thebazgroup.com · 716-949-6445 (mobile)

linkedin.com/in/ryankozey · Bowling Green, Ohio