

When the Horse Is Dead, Dismount!

Read Chapter 1: The Results Bucket (pages 35-37)

How many dead horses are you still riding, attempting to resuscitate not just a losing program or product, but a dead loser?

Check the Top-5 Answers You Often Hear in Your Organization!

In the fascinating can't-put-it-down book, *Into the Future: Turning Today's Church Trends Into Tomorrow's Opportunities*, by Elmer Towns and Warren Bird, the respected authors write that "Dakota tribal wisdom says that when you discover you are riding a dead horse, the best strategy is to dismount. In contrast, here's how many in the church respond when they find out their 'horse' is dead."

1. Say things like, "This is the way we always have ridden this horse."
2. Appoint a committee to study the horse.
3. Buy a stronger whip.
4. Change riders.
5. Arrange to visit other churches to see how they ride dead horses.
6. Raise the standards for riding dead horses.
7. Appoint a tiger team to revive the dead horse.
8. Create a training session to increase our riding ability.
9. Compare the state of dead horses in today's environment.
10. Change your definition or rules by declaring, "This horse is not dead."
11. Hire new staff members to ride the dead horse.
12. Harness several dead horses together for increased speed.
13. Declare that "no horse is too dead to beat."
14. Provide additional funding to increase the horse's performance.
15. Do a cost-analysis study to see if riding dead horses is cheaper.
16. Purchase a product to make dead horses run faster.
17. Declare that the horse is "better, faster, and cheaper" dead.
18. Form a quality circle to find uses for dead horses.
19. Revisit the performance requirements for horses.
20. Say this horse was procured with cost as an independent variable.
21. Promote the dead horse to a supervisory position.