

The business process I would optimize is the Small Group program growth and management process. Wooddale Church has an estimated 700 people in their Small Group program. Based on analysis there are 70 small group leaders and the estimated average size of a group is 10 people. The only hard fact in this analysis is Wooddale has 70 Small Group leaders.

Fellowship One (F1), Wooddale's database, houses a virtual mountain of data relating to lag information on small groups. Lag information would be gathered on the following topics:

- Age of individuals in all small groups, information found in F1.
- Wooddale Membership Status, (F1)
  - Member
  - Attender
  - Unknown
- Where/When small group meets, current admin has the information.

From this information, I would conduct a standard deviation analysis on age and size for the overall Small Group program and the individual Small Groups (Sirkin 2006). This information would be the first time the Small Group program had hard lag data on its program, which would help in analyzing demographic trends in group sizes. Perhaps we would see that younger, single people tend to have larger small groups...

Lead information would serve the goal seeking to grow the small group program. The lead information I would want to know would be the following:

- What is the optimal size small group, what is too small and what is too big?
  - This information would be gathered through an electronic survey sent to all the small group leaders and would be administered to all small group participants.
    - The data would ask: name, time in small group program, current number of members in small group, preferred number of members in small group to be at an optimal level, number to be too small, and number to be too big.

From gathering the lead information, Key Performance Indicators (KPIs) would be established to visually show the actual information and desired group size for Small Groups. Such KPIs would show (Gert & Thorlund 2010):

- Average number of people currently in a Small Group.
- Optimal size of Small Groups based on lead information.
- Number of new Small Groups this year.

- Size of Small Group that split to form the two new Small Groups.
- Time it took Small Group to grow into two groups.
- Group size to measure too small or too big.

What excites me about this process is the lag information currently exists and the survey would be very easy to create in order to gather the necessary lead information.

#### References

- Laursen, G. H., & Thorlund, J. (2010). Development and Deployment of Information. *Business analytics for managers: taking business intelligence beyond reporting* (p. 90). Hoboken, N.J.: Wiley.
- Sirkin, R. M. (2006). *Statistics for the social sciences* (3rd ed.). Thousand Oaks, Calif.: Sage Publications.