

 **Conference**
2026

MERGERS & MULTISITE

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**MIKE
SANTIAGO**

 @MIKESANTIAGO







5 MISTAKES

4 MYTHS

3 MOVES



FOCUS CHURCH

HOMESTEADER TRAILER.COM

PATRIOT
BY HOMESTEADERTRAILER.COM



***IT WASN'T A THEOLOGY
PROBLEM.***

***IT WASN'T A CALLING
PROBLEM.***

***IT WAS A SYSTEMS
PROBLEM.***

***VISION WITHOUT
INFRASTRUCTURE WILL
EVENTUALLY EXHAUST THE
PEOPLE CARRYING IT.***

WHY YOU'RE HERE

***YOU CANNOT AFFORD TO
LIVE AN INCH OUTSIDE OF
GOD'S WILL OR A SECOND
BEHIND HIS TIMING.***

**ONE OF THE WORST
OUTCOMES IN LEADERSHIP
IS WATCHING SOMEONE
ELSE STEWARD WHAT GOD
FIRST ENTRUSTED TO YOU.**

5 MISTAKES TO AVOID

***MULTIPLYING WITHOUT A
CLEAR MODEL***

EXPANSION WITHOUT CLARITY CREATES
CONFUSION.

***IF THE MODEL ISN'T CLEAR,
THE MISSION GETS BLURRY.***

***BUILDING A TEAM WITHOUT
UNIFIED LANGUAGE
MULTISITE DIES IN TRANSLATION.***

***UNITY IS SUSTAINED BY
SHARED LANGUAGE.***

***STARTING WITHOUT A
QUALIFIED CAMPUS PASTOR
YOU DON'T LAUNCH CAMPUSES.
YOU LAUNCH LEADERS.***

***A WEAK CAMPUS PASTOR
WILL EVENTUALLY
FRACTURE A STRONG
VISION.***

***CHARACTER.
CHEMISTRY.
COMPETENCY.***

ALL THREE MATTER.

***SENDING WITHOUT
SUFFICIENT RESOURCES***
HOPE IS NOT A LAUNCH STRATEGY.

***UNDER-RESOURCING
CREATES RESENTMENT.***

***MAKING PROMISES
WITHOUT FACTORING
CULTURAL COSTS***

**MERGERS ESPECIALLY COME WITH
EMOTIONAL AND CULTURAL WEIGHT.**

***GROWTH ALWAYS COSTS
SOMETHING. THE QUESTION
IS WHETHER YOU'VE
COUNTED IT.***

***MERGERS REQUIRE
HUMILITY.
MULTISITE REQUIRES
ALIGNMENT.
BOTH REQUIRE COURAGE.***

4 MYTHS TO REFUTE

***MULTISITE IS ONLY FOR
LARGE CHURCHES***

**MULTISITE IS NOT ABOUT SIZE.
IT'S ABOUT STEWARDSHIP AND
SCALABILITY.**

YOU DON'T NEED TO BE BIG.

YOU NEED TO BE CLEAR.

***MULTISITE IS A SYSTEMS
DECISION, NOT A SIZE
DECISION.***

***“OUR BOARD WILL NEVER
BUY IN”***

**OFTEN THIS ISN'T RESISTANCE.
IT'S LACK OF EDUCATION.**

***VISION LEAKS, ESPECIALLY
AT THE LEADERSHIP LEVEL.***

CAST IT CONSISTENTLY.

***“PEOPLE WON’T ATTEND A
CAMPUS I’M NOT AT”***

THIS ONE IS EGO DISGUISED AS CONCERN.

***IF THE MISSION IS BIGGER
THAN YOUR PERSONALITY,
PEOPLE WILL FOLLOW IT.***

“OUR STYLE IS TOO _____”

**MULTISITE ISN'T ABOUT CLONING STYLE.
IT'S ABOUT EXTENDING MISSION.**

***WHAT GOD HAS ANOINTED
IN ONE CONTEXT CAN BE
TRANSLATED INTO
ANOTHER.***

***3 MOVES YOU MUST
MAKE***

***DOCUMENT EVERYTHING
YOU'RE DOING CURRENTLY***
BEFORE YOU MULTIPLY, YOU MUST
SYSTEMATIZE.

***DELEGATE EVERYTHING
YOU'RE DOING POORLY
EXPANSION EXPOSES WEAKNESS.***

***DECIDE BY FAITH AND LEAD
ACCORDINGLY***

CLARITY CREATES CONFIDENCE.
CONFIDENCE ATTRACTS MOMENTUM.

JOIN THE CHURCH GROWTH BOOTCAMP

STARTING MARCH 9

