



WHY WE RUN OUT OF IDEAS

AND WHAT WE CAN DO ABOUT IT

A primary reason many people run out of ideas from time to time has to do with margin. **Margin is not just leftover space, it is intentionally leftover space.**

AS A CHURCH COMMUNICATOR, WHICH OF THESE BEST DESCRIBES YOU?



- 1 Someone who is constantly overwhelmed and feels like they, their to-do list and their schedule are overextended.
- 2 Someone whose sole focus is on the main elements and, thus, any leftover time is just accidental blank space or free time.
- 3 Someone who knows how to intentionally use margin to make everything better.

FOUR REASONS WHY MARGIN IS ESSENTIAL IN OUR WORK:



THE SABBATH (IT WAS MADE FOR US FOR A REASON)

If the expectations/workload for your position cannot be achieved in the time you can give to it while still practicing Sabbath, then something needs to be adjusted.

- Get better or faster at something.
- Rearrange how you do some tasks.
- Recruit, develop and delegate.
- Readjust the expectations and workload.



MINISTRY IS NOT PREDICTABLE

Ministry is full of interruptions. Don't allow the urgent to drown out the important. Some interruptions actually keep you from functioning at your best. Others need our full attention.

- ➔ **WITH MARGIN IN YOUR SCHEDULE:** You are more likely to feel you have time to explore an idea or take advantage of a moment.
- ➔ **WITHOUT MARGIN IN YOUR SCHEDULE:** You will feel like you are too busy or that pursuing an idea actually will put you behind on other things.

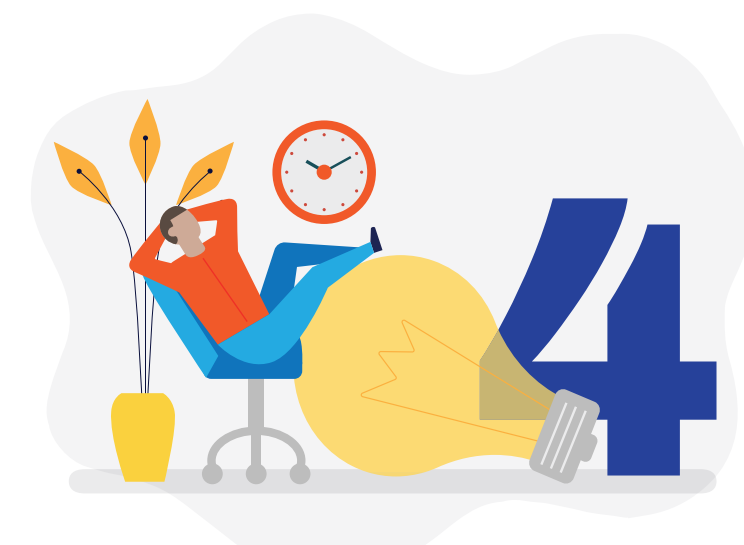


YOUR BRAIN NEEDS TIME AND SPACE TO BE CREATIVE

When there is nothing intensive on which to focus, the brain can do its thing. Unstructured time is when the magic happens.

Give your creative brain the margin it needs to do intangible things it can only do in unstructured time.

- Play games.
- Watch YouTube.
- Take part in very detailed debates about little things that don't matter.
- Mess around in Photoshop or Illustrator just to see what comes out.



YOU WILL RUN OUT OF IDEAS, EVEN JUST TEMPORARILY

With margin, we are not always up against a looming deadline or under pressure. You may not have any ideas today, but you will have one tomorrow.

➤ Create content margin. ➤

Have a folder of stuff that is ready to go when you just need something. It might not be perfect, but it does get something out the door.