

Do You Actually Know Your Numbers?

Most leaders can quote their vision. Fewer can quote their numbers.

Solomon put diligence about the details right into Scripture.

Proverbs 27:23 “Be diligent to know the state of your flocks, and attend to your herds.”

Know the state. Not guess. Not vibe. Know.

For a shepherd in Solomon’s day, that meant counting. Which ewes were pregnant. Which lambs were weak. Where the grazing was thinning. A shepherd who didn’t know his numbers lost sheep quietly, one at a time, until the flock was gone.



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Your flock has numbers too. Email list growth. Open rates. Watch time. Revenue per offer. Client results. How many conversations turned into sales this month, and why.

And I get the resistance. Numbers feel unspiritual to some of us, like faith should make dashboards unnecessary. But diligence about what God entrusted to you is discipleship. The shepherd counts because he cares. Inspection is how love pays attention.

Here’s a simple exercise for this week. Write down the five numbers that tell you the true state of your flock. Look at them every Monday. Ten minutes. That single habit will change more decisions than another strategy course.

Attend to your herds.

Kap Chatfield is a Christian content creator, filmmaker, pastor, speaker, and coach. He has directed two feature-length documentaries (Acts: The Time Is Now, 2021). He has amassed over 1 million subscribers on YouTube. He is the Online Pastor of Love Church in Omaha, Nebraska. He is married to Joy Chatfield and together they have four children.