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*Igniting The Flame
Of True Orthodox
Christian
Stewardship*

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Bill Marianes - www.stewardshipcalling.com - 2014

**“For everyone to whom much is given, from him much will be required.”
Luke 12:48**



**Igniting The Flame of
True Christian
Stewardship
STRATEGIC PLANNING
Appendix – Part 7**



Sample Church 6 - Step Strategic Work Plan



- **Step ONE** – Strategic Planning opening retreat (SWOT, Why, Mission, Vision, Core Values, Strategic Areas of Focus)
- **Step TWO** – Strategic Task Force conference calls
- **Step THREE** – Strategic Planning second retreat (finalize Strategic SMART Goals and detailed action plans)
- **Step FOUR** – Presentation of the Draft Strategic Plan Outline at Community event for Feedback and Consensus Building
- **Step FIVE** – Finalization, writing and communication of the Strategic Plan
- **Step SIX** – Implementation of the Strategic Plan



What is Strategic Planning



- **Strategic planning is our process of defining our strategy, or direction, and making decisions on allocating our resources to pursue this strategy, including our capital and people**
- **The Strategic Plan must answer four fundamental questions:**
 1. **Why do we exist?**
 2. **Where are we now?**
 3. **Where do we want to be?**
 4. **How will we get there?**



Why?

1. Why do we exist?

- a) Why does our Church exist?
- b) We must be able to articulate why should anyone want to be a part of our Church?



Current State



2. Where are we now?

- a) This requires a "brutal facts" assessment of current strengths and weaknesses.
- b) This should include a program assessment, talent assessment, and financial assessment.
- c) Lastly, we need to evaluate interest in the Church and its ministries from stakeholders.



Desired Future State



3. Where do we want to be?

Following our sense of God's calling, we need to pick a reasonable time (e.g., 2017) in the future and outline a comprehensive vision of the talent, programs, facilities, and funding for the Church at that time. Achieving consensus around that future vision is the key.



Action Plan



4. How will we get there?

This is the "rubber hits the road" step where specific activities for 2015, 2016, and 2017 are outlined in each area of program, talent, facilities, and funding to make the 2017 vision a reality.



Mission, Vision Values and Strategy



- 1. Mission:** A clear description of the fundamental purpose for which an organization exists and what it does to achieve its Vision. Mission answers the question: **"What do we do?"**
- 2. Vision:** Defines what the organization hopes to do in the future. Vision is a long-term view. Vision focuses on: **"What do we want to accomplish?"**



Mission, Vision Values and Strategy



- 3. Values:** Values are beliefs shared among the stakeholders. Values drive **an organization's culture** and priorities and provide a framework for decision-making.
- 4. Strategy:** Strategy is a **roadmap** of how to implement the vision and achieve the organization's goals. It keeps the organization going in the right direction.



Start With WHY?



Can we determine and share a compelling and inspirational reason why our Church exists and why everyone should want to join us?



SWOT



Internal factors

Strengths and Weaknesses

(a) Strengths include characteristics of our Metropolis that give us advantages. This can include things we do well.

(b) Weaknesses include characteristics that place our Metropolis at a disadvantage. This can include problems we face that we must overcome.



External factors

Opportunities and Threats

External factors may include socio-cultural changes, macroeconomic matters, technological change, laws, as well as changes in our environment, etc.

- (a) **Opportunities** include external chances to improve our performance in our environment.
- (b) **Threats** include external elements in our environment that could cause trouble for our Metropolis.



MISSION



Mission:



- A clear description of the fundamental purpose for which an organization exists and what it does to achieve its Vision.
- Mission answers the question:
"What do we do?"



CORE VALUES



Core Values



Core Values are beliefs shared among the stakeholders.

Core Values drive an organization's culture and priorities and provide a framework for decision-making.



VISION



Vision



- Defines what the organization hopes to do in the future.
- Vision is a long-term view.
- Vision focuses on:
 - “What do we want to accomplish?”
 - “Where are we going?”
 - “What do we want to be when we grow up...” ;-)



STRATEGIC OBJECTIVES



Strategy:

- Strategy is a **roadmap** of how to implement the vision and achieve the organization's goals.
- It keeps the organization going in the right direction.



Strategic Goals

Strategic Goals are only as effective as the process of achieving them.

We will use the “**SMART**” goal process (**S**pecific, **M**easurable, **A**ttainable, **R**ealistically written, **T**imeline) to ensure our Strategic Goals are achieved.



Strategic Goals

Specific: Is the goal specific enough for clarity so that everyone will understand it?

Measurable: Is there a way to measure the success of the goal?

Attainable: Is the goal truly attainable by us within a reasonable time?

Realistic: Is the goal realistically written?

Timeline: Is there a timeline associated to the goal to ensure completion and accountability?



Top 10 Next Steps



- 1. Get full leadership commitment to strategic planning**
- 2. Plan out the steps and process you will use**
- 3. Identify the most expansive group of diverse, dedicated, faithful and strategic thinkers and get them to commit to the whole process**
- 4. Schedule your retreats and distribute your homework (SWOT, core values, etc.)**
- 5. Communicate, communicate, communicate**
- 6. Execute your process and develop your plan**
- 7. Build a broad consensus in your plan among the faithful**
- 8. Write and communicate the plan (see step 5)**
- 9. Implement, implement, and relentlessly implement**
- 10. Have fun!**

Your Stewardship Ministry Begins Today

**Congratulations,
you have been
called...**

BRETHREN, I think that I am not in the least inferior to these superlative apostles. Even if I am unskilled in speaking, I am not in knowledge.

St. Paul's Second Letter to the Corinthians 11:5-6

The wise of heart is called a man of discernment, and pleasant speech increases persuasiveness. Wisdom is a fountain of life to him who has it.

Proverbs 16:17-17

