

Welcome

WHY Discovery

~ ~ ~ ~ ~

“Where there is no vision, the people will perish”

Proverbs 29:18

~ ~ ~ ~ ~

Bill Marianes - March 27 & April 10, 2021

www.stewardshipcalling.com Bill@stewardshipcalling.com



**Stewardship
Calling**

Helping people and parishes discover and live their stewardship callings so that they may have a good account before the awesome judgment seat of Christ

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**ORTHODOX
MINISTRY
SERVICES**

Helping transform and improve Orthodox Church parishes, organizations, and ministries in order to strengthen the Body of Christ.

www.orthodoxministry.org/

WHY are you here?

The most critical question each person, parish and ministry must answer.



WHY

are you here?





This Presentation and Other Related Materials Can Be Found Here



www.stewardshipcalling.com

Stewardship Calling

What are you doing with all of the gifts God has given you?

The screenshot shows the website's navigation menu with the following items: WHY ARE YOU HERE?, EFFECTIVE CHURCH MODEL, STEWARDSHIP, STRATEGIC PLANNING (circled in red), and INTERNET RADIO / PODCASTS. Below the menu, there are sections for KEYNOTES & LEADERSHIP, BLOG, RESOURCES, and UPCOMING PRO. A featured article titled "Holy Trinity – Phoenix, AZ – WHY Discovery" is highlighted with a red circle. The article text includes: "I am blessed to working with Fr. Apostolos Hill, and his talented leadership team led Sandy Meris, at Holy Trinity Orthodox Church Phoenix, AZ to to undertake a WHY Discovery. This entails reaching consensus on one simple sentence that clearly expresses our parish's contribution and impact. The impact reflects the difference our parish will make in the world, and the contribution is the primary action that we will take toward making that impact. A WHY should inspire and explain a parish's purpose. It provides an answer to the questions: "Why does my church exist?" and "Why that matter to anyone else?" or "Why should anyone want to join..."

Strategic Planning Tab

Holy Trinity – Phoenix - Why Discovery page
<https://stewardshipcalling.com/holy-trinity-phoenix-az/>

Question? Contact Bill Marianes at: Bill@stewardshipcalling.com



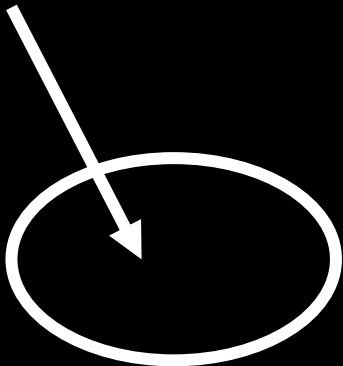
**THINK
OUTSIDE
THE
BOX**



Please Allow Me To Make Some Of You Feel Uncomfortable Because I Want To Help You

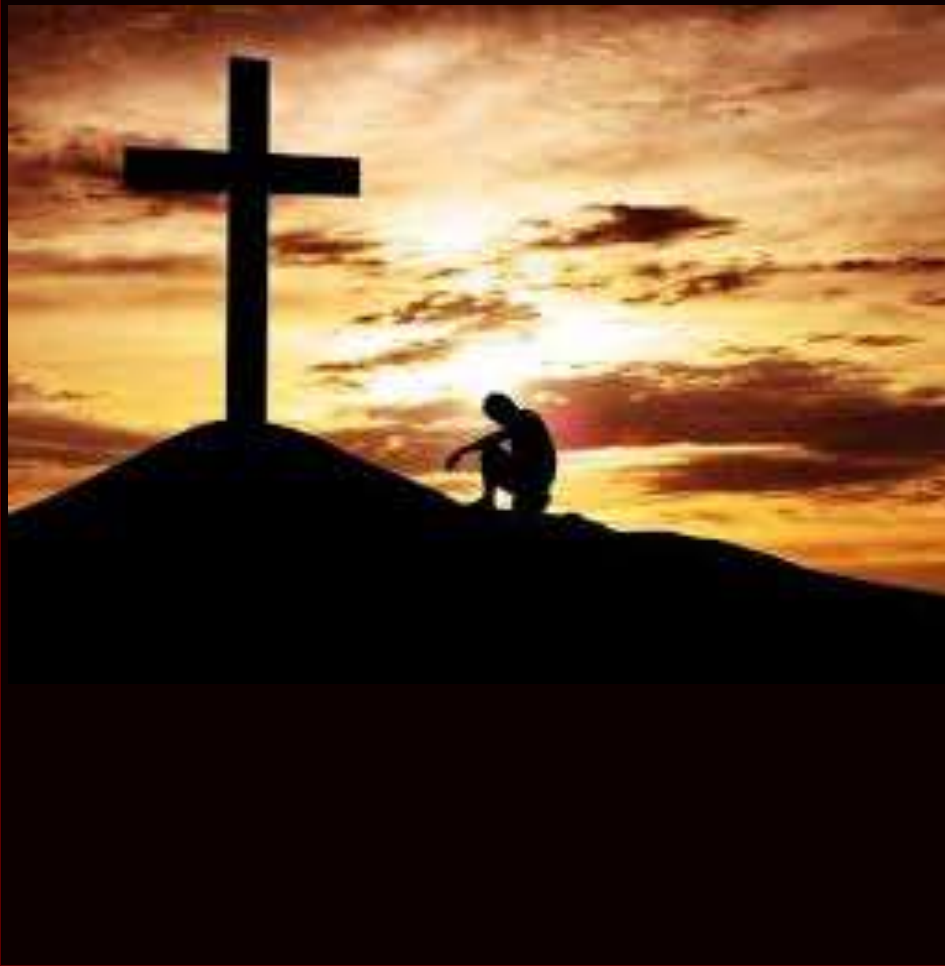


*Your
comfort
zone*



*Where the Magic
Happens*

How Are We Doing Spiritually?



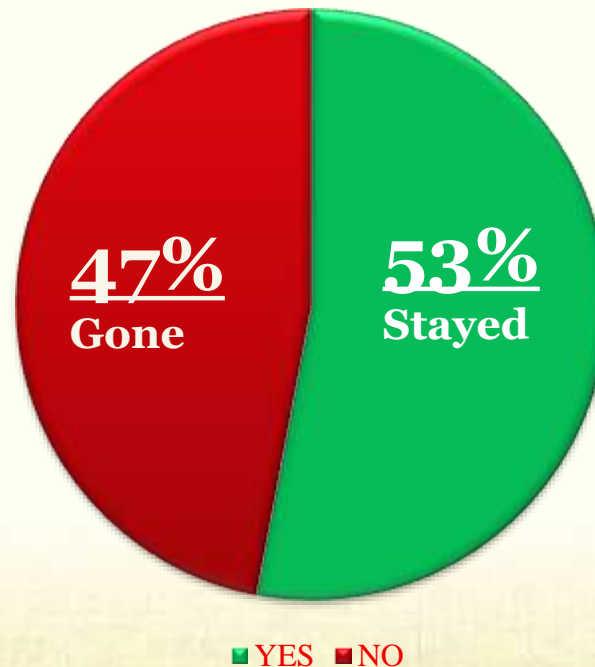


We Lost Our Adults



~ **47%** of adults who were raised in the Orthodox Church have left the Church¹

Cradle Orthodox Adults Who Are Still in the Church



We Can “Kiss Our Youth Goodbye”

**Do you want the bad news first,
or the really bad news,
or the even worse really bad news?**



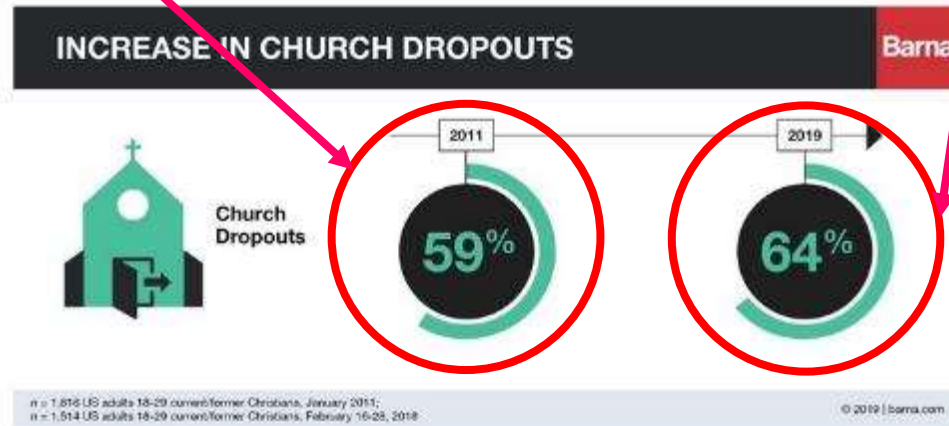


We Can “Kiss Our Youth Goodbye”

~ Barna Research says it has grown from a **59%** drop out rate (2011) to **64%** (2019)

When Barna president David Kinnaman published his 2011 book *You Lost Me*, we heard from many people (especially church leaders) who were shocked to learn that 59 percent of young adults with a Christian background had dropped out of church at some point during their 20s—many for just a time, but some for good.

Eight years later, research for Kinnaman's new book *Faith for Exiles: 5 Ways for a New Generation to Follow Jesus in Digital Babylon* reveals that the church dropout problem is still a problem. In fact, the percentage of young-adult dropouts has increased from 59 to 64 percent. Nearly two-thirds of U.S. 18–29-year-olds who grew up in church tell Barna they have withdrawn from church involvement as an adult after having been active as a child or teen.





We Can

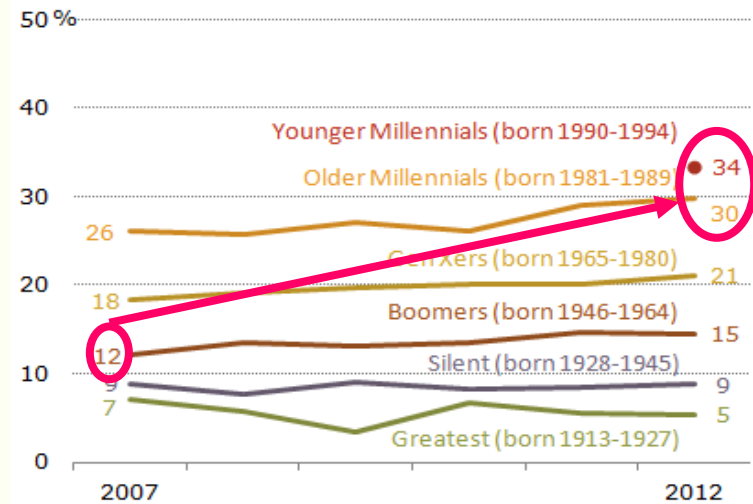
“Kiss Our Youth Goodbye”



~ **34%** to **39%** of Millennials (aged 18-29) are **“NONES”** and now claim **NO religion** and have left (and repudiated) their childhood religion

Recent Trends in Affiliation, by Generation

% of each age cohort that is unaffiliated

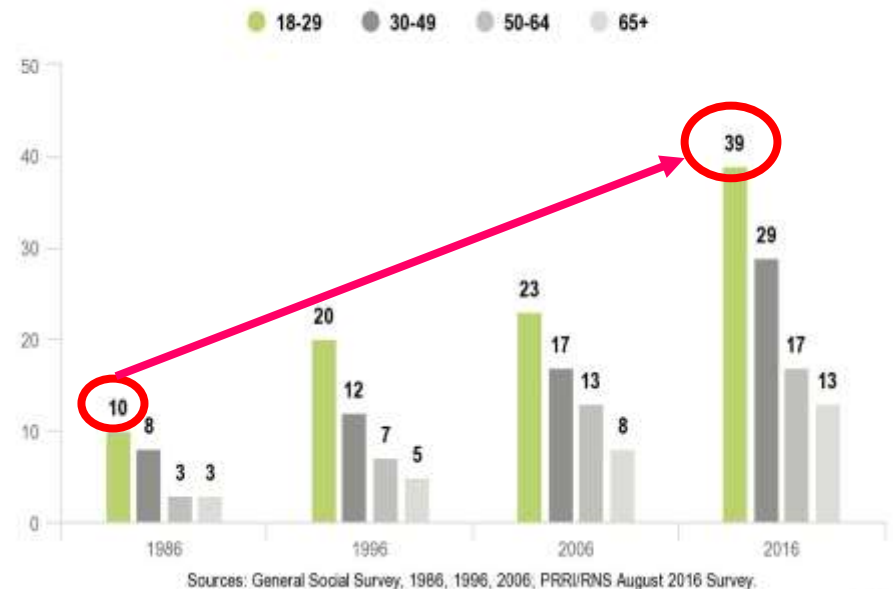


Source: Aggregated data from surveys conducted by the Pew Research Center for the People & the Press, 2007-2012.

PEW RESEARCH CENTER

More Young Adults are Unaffiliated than in the Past

Percent of each age group who are religiously unaffiliated, 1986-2016



PRRI

Religion in the Millennial Generation (2010) and U.S. Religious Landscape Survey (2007), Pew Forum on Religion & Public Life of the Pew Research Center.

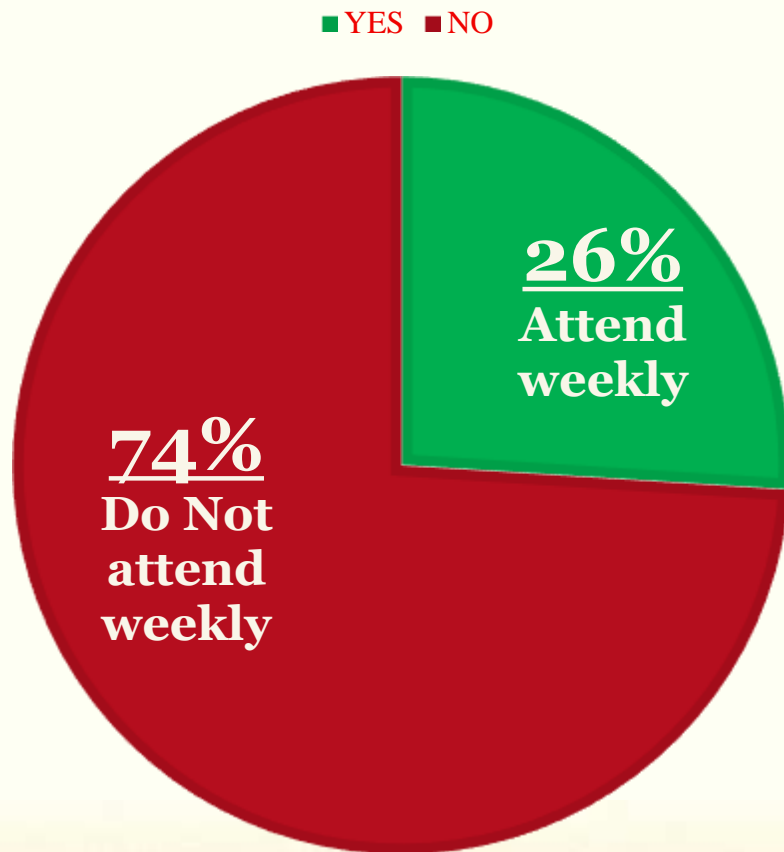
Public Religion Research Institute August 2016 Survey



Church Attendance Data



ATTEND CHURCH WEEKLY



~ Only **21%** of Greek Orthodox adherents attend church services regularly on a weekly basis.¹

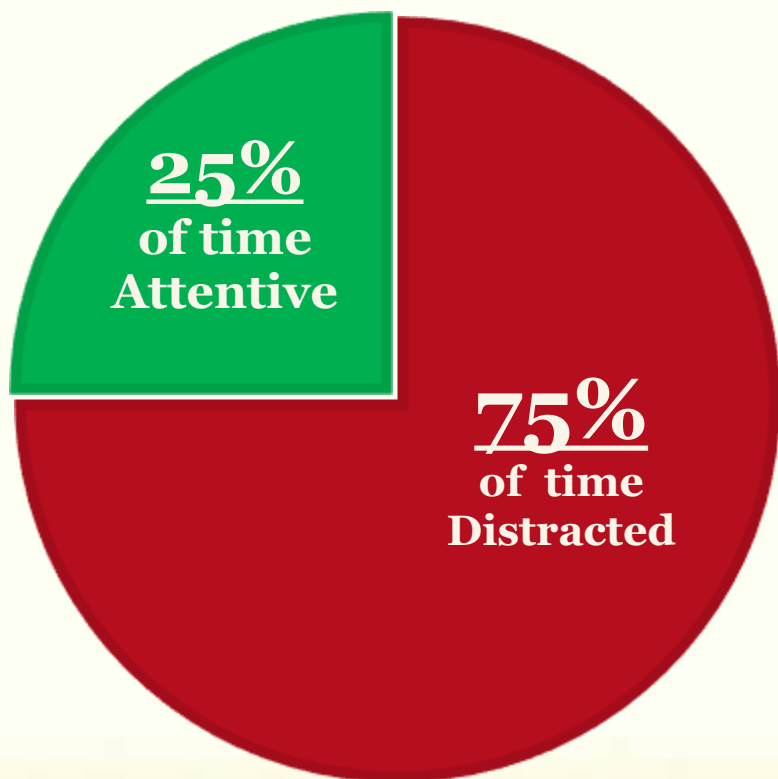
P.S. It averages only:
22 % in Serbian parishes;
26% across all Orthodox parishes;
37% in Antiochian parishes;
40% in OCA parishes; and
48% in Carpatho Russian parishes

¹ Eight Facts about Church Attendance in US Orthodox Christian Churches (2010) Assembly of Canonical Orthodox Bishops of North and Central America.

Church Attentiveness Data

% OF TIME DISTRACTED

■ Distracted ■ Attentive



~ Our minds wander and we are distracted between **70% to 80%** of the time during Orthodox church services (excluding the sermon/homily)¹

¹ Personal survey data acquired from interviews of hundreds of Orthodox Christians by Stewardship Calling

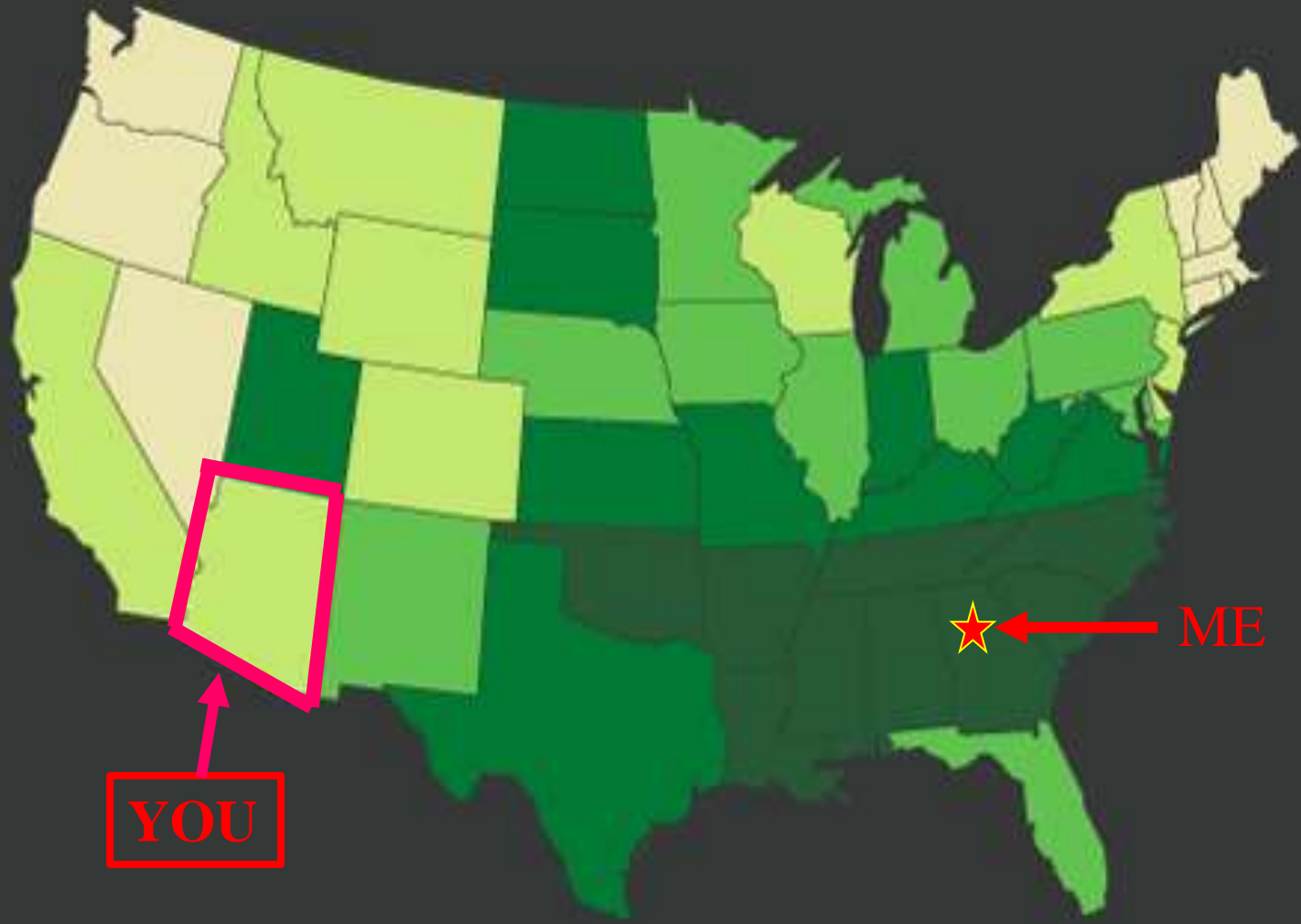
Where You Live Matters

lighter color = less religious

GALLUP POLL

State of the States
Importance of Religion

- Most Religious
- More Religious
- Average
- Less Religious
- Least Religious



YOU

ME



Holy Trinity GOC Actual 2019 and GOA Average Percentages



INCOME TOTALS

- Stewardship
- Disguised Stewardship
- NO (Non-Orthodox) Income

GOA

52%

20%

28%

2019

45%

8%

47%

EXPENSE TOTALS

- Personnel + Office
- Occupancy
- Other (Ministry)

GOA

52%

30%

18%

2019

47%

40%

13%



The 2019 Holy Trinity GOC Stewardship Concentration



2019

Top 10 stewards = 20%

Top 20 stewards = 32%

Top 10% of stewards = 45%

Top 20% of stewards = 64%

How is Holy Trinity GOC Doing

2019 Median Orthodox Tithe Analysis

- Median U.S. Orthodox income = \$73,200¹
- 10% tithe = \$7,320
- Your median = \$600
- Your stewards are giving 0.8% of Orthodox median income - not 10%
- If all 370 stewards made the median and tithed
 - Stewardship income = \$2,708,400 instead of only \$409,921
 - \$2,298,479 MORE!

¹ *Median household income in the past 12 Months (in 2015 inflation-adjusted dollars)". American Community Survey. United States Census Bureau. 2015. Retrieved 3 December 2016. Russian \$77,841 - Bulgarian \$76,861 - Lebanese \$75,337 - Romanian \$72,381 - Greek \$72,291 - Serbian \$70,028 - Ukrainian \$72,449 - Yugoslavian \$63,765*



Reality

Shattered



What Is The Biggest Challenge Facing Your Parish?



$$\Delta S = S_f - S_i = \int \frac{dq_{rev}}{T}$$

$$\Delta S = \frac{q_{rev}}{T}$$

- Entropy
- Everything in the universe eventually moves from order to disorder (*entropy* measures that change)
- If you don't make positive changes you will get negative changes



**“Leaders of a Church
will either be risk
takers, caretakers or
undertakers.”**



**Pastor Rick
Warren**

**LEADERS WHO DON'T
LISTEN WILL EVENTUALLY
BE SURROUNDED BY
PEOPLE WHO HAVE
NOTHING TO SAY**

ANDY STANLEY

SMARTLEADERSHIP

WHY are you here?

The most critical question each person and parish must answer.





For each person this is important because we will have to account for our lives.

“That the end of our lives may be Christian, without pain, blameless and peaceful, and for a GOOD ACCOUNT BEFORE THE AWESOME JUDGMENT SEAT OF CHRIST”

2 Corinthians 5:10
Orthodox Divine Liturgy

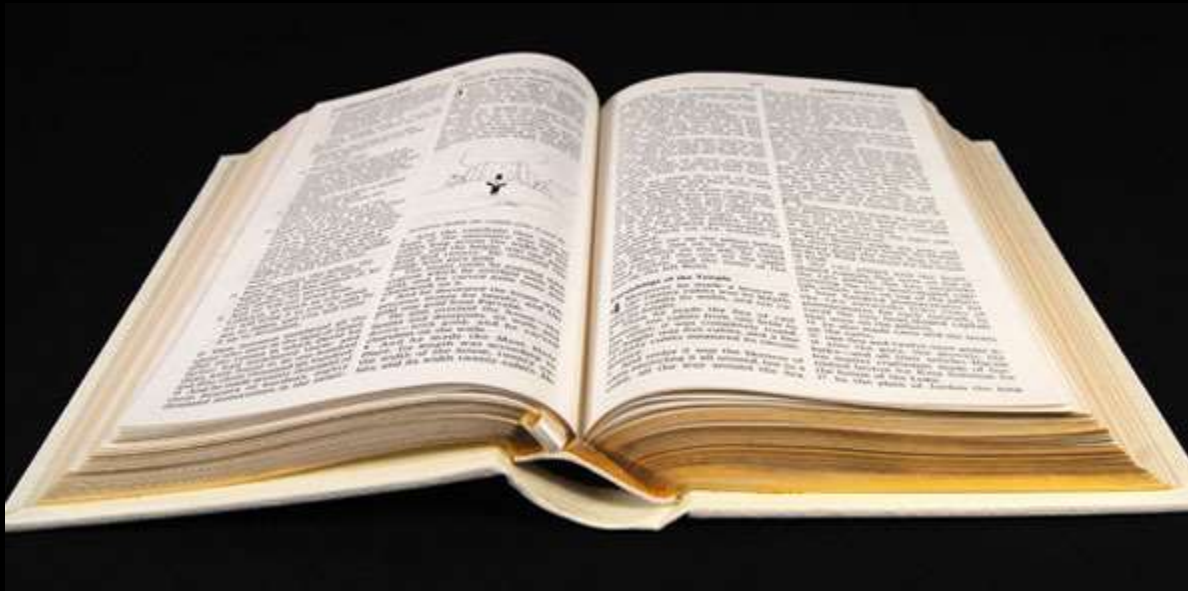


Start With WHY?

- ~ Answers strategic planning question #1: Why do we exist?
- ~ Can we articulate a short, compelling and inspirational reason why our parish exists and why anyone should want to join us?



A Statement of Why is Biblical

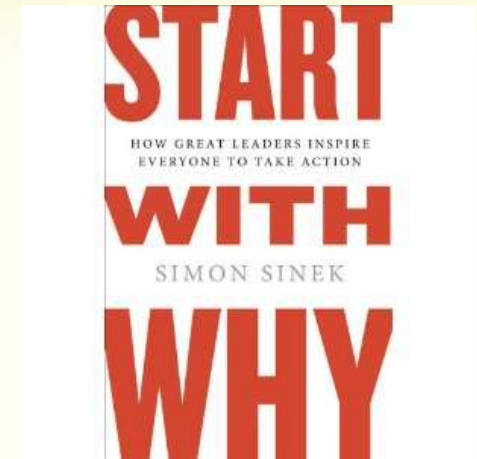
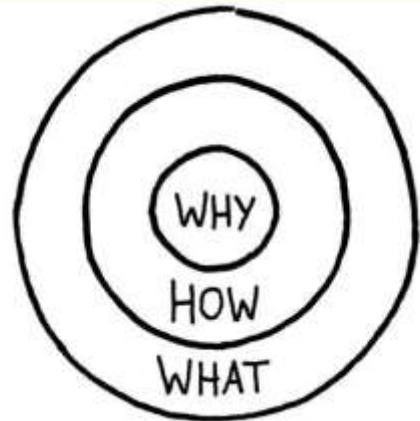




*“Men, WHY are you
doing these things?”*

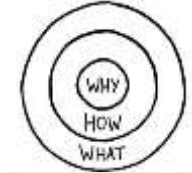
Acts 14:14

Start With Why - How Great Leaders Inspire Everyone To Take Action

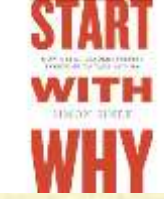


54,212,375 views

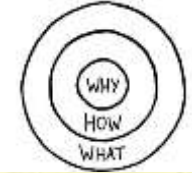
http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action.html



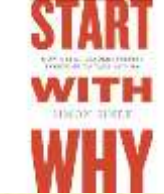
Start With Why - How Great Leaders Inspire Everyone To Take Action



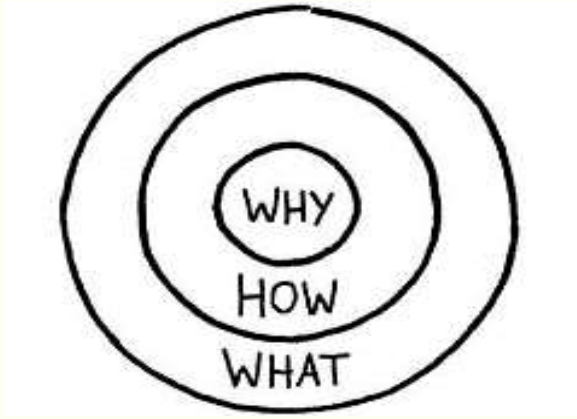
- ~ “How do you explain why some people are able to achieve things that defy all of the assumptions ...or what other similar organizations can do.”
- ~ “People don’t buy what you do, they buy why you do it, and what you do simply proves what you believe.”
- ~ “If you don’t know why you do what you do, how will you inspire others to understand why you do what you do or to want to join you or your organization.”
- ~ “The goal is not to attract people who need what you have. The goal is to attract people who believe what you believe.”



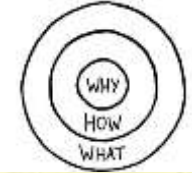
Start With Why - How Great Leaders Inspire Everyone To Take Action



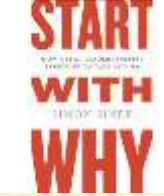
- ~WHAT = what do you do
- ~ HOW = how do you do what you do
- ~ WHY = why does your organization exist?
what is your purpose cause or belief?
why does your organization exist?
why should anyone care or want to join you?



“The Golden Circle”

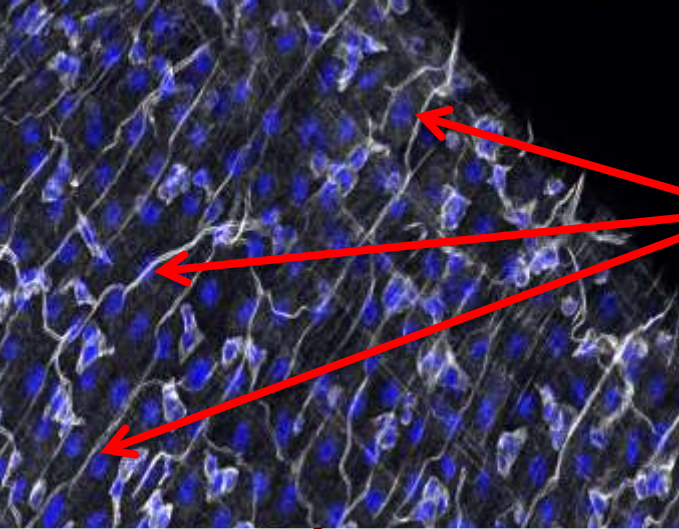


Start With Why - How Great Leaders Inspire Everyone To Take Action

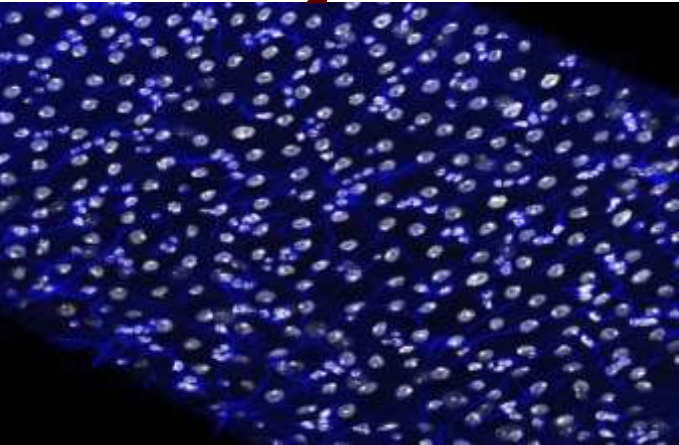


- ~ This is supported by the tenants of biology**
- ~ The (newest homosapien) Neocortex Region of the Brain = WHAT; responsible for rational and analytical thought and language**
- ~ The Limbic Region of the Brain = WHY; responsible for all of our feelings like trust, all human behavior and decision making, and has no capacity for langauge**

Your “Second Brain”¹



2



The enteric nervous system (“second brain”) in our gut has 100+ million neurons (more than our nervous system)

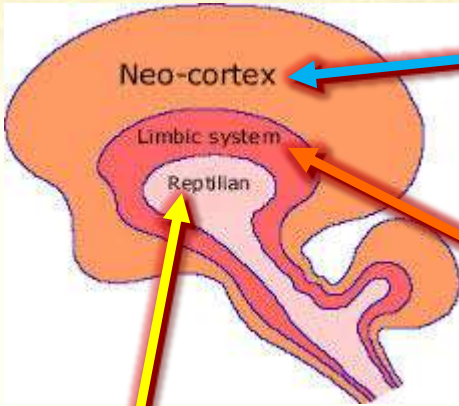
- ~ *“The 2nd brain informs our state of mind...”*
- ~ *“A big part of our emotions are probably influenced by the nerves in our gut...”*

¹ The Second Brain (HarperCollins) Dr. Michael Gershon, Chairman Department of Anatomy and Cell Biology at New York–Presbyterian Hospital/Columbia University Medical Center

² Pictures of midgut enteric neuron system taken from PhD dissertation of Dr. Alexis Marianes – *“How to bust a gut: physiological and stem cell compartmentalization in the Drosophila midgut”* - Johns Hopkins University (2013)



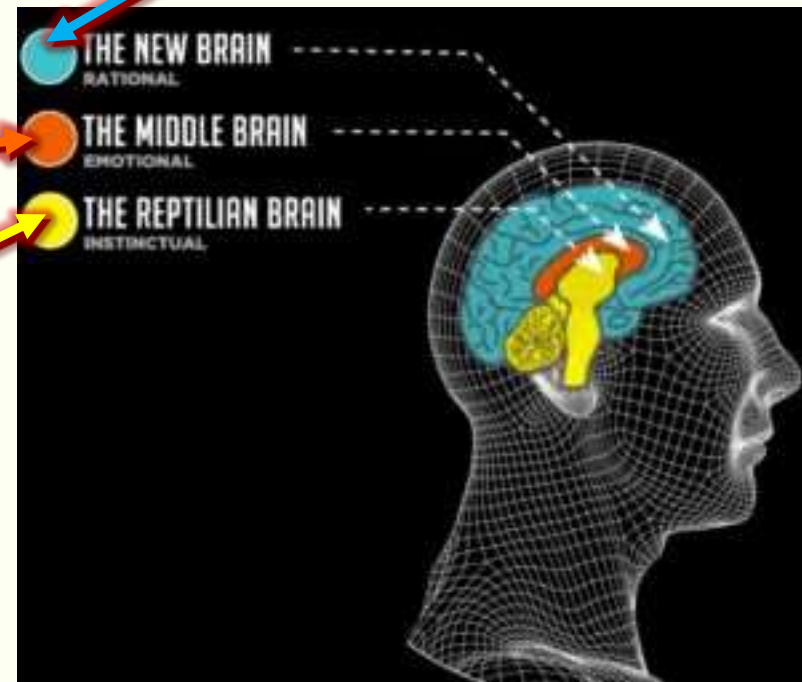
Bill's HLB Human Brain Theory



**The Neo-cortex “Thinking” brain
(the Teacher’s domain)**

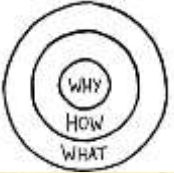
**The Limbic “Feeling”
brain (the Preacher’s
domain)**

**The Reptilian
“Acting” brain (the
Reacher’s domain)**

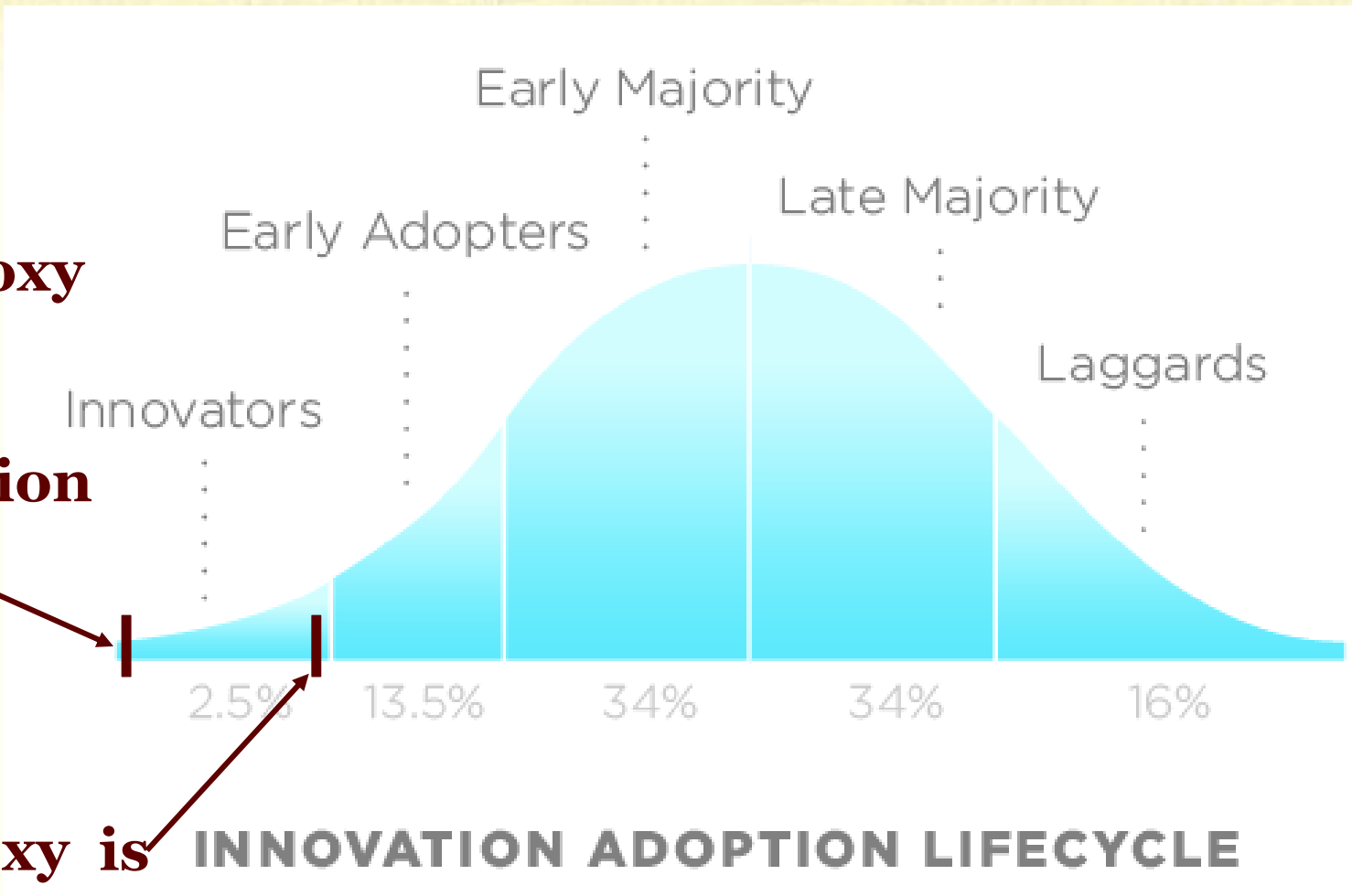
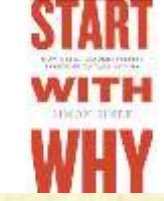


This completes our
Science Lesson!





Start With Why - How Great Leaders Inspire Everyone To Take Action



Orthodoxy = 0.4% of U.S. population

Orthodoxy is 3% of Global population

INNOVATION ADOPTION LIFECYCLE

Be Courageous

If anyone ever asks you, "What Would Jesus Do?"



Remind them that flipping over tables and chasing people with a whip is within the realm of possibilities.

Matthew 21:12

Luke 19:45

Mark 11:15

John 2:15

The top of the slide features a black silhouette of a diverse group of people's heads and shoulders against a bright orange background. The text "AUDIENCE PARTICIPATION TIME!" is written in white, bold, sans-serif capital letters across the center of the silhouettes. In the top-left and top-right corners, there are small square images showing a pattern of question marks with the word "WHY" written in red, slanted letters over them.

AUDIENCE PARTICIPATION TIME!

**What are some examples of the way
our Lord and Savior taught and
practiced the concepts of
Start with WHY?**





7 Jesus WHY Statements



- ~ “Then Jesus declared, *‘I am the bread of life. He who comes to me will never go hungry, and he who believes in me will never be thirsty.’* (John 6:35)
- ~ When Jesus spoke again to the people, he said, *‘I am the light of the world. Whoever follows me will never walk in darkness, but will have the light of life.’* (John 8:12)
- ~ *‘I am the door. If anyone enters by Me, he will be saved, and will go in and out and find pasture.’* (John 10:9)
- ~ *‘I am the good shepherd. The good shepherd lays down his life for the sheep.’* (John 10:11)
- ~ “Jesus said to her, *‘I am the resurrection and the life. He who believes in me will live, even though he dies; and whoever lives and believes in me will never die.’* (John 11:25-26)
- ~ “Jesus answered, *‘I am the way and the truth and the life. No one comes to the Father except through me.’* (John 14:6)
- ~ *‘I am the vine; you are the branches. If a man remains in me and I in him, he will bear much fruit; apart from me you can do nothing.’* (John 15:5)



There Are Generally 2 Parts To A WHY Statement

“TO”.....(the contribution)

“SO THAT”.... (the impact)



7 Jesus WHY Statements



- ~ TO be *the bread of life*, SO THAT those *who come to me will never be hungry or thirsty*. (John 6:35)

- ~ TO be *the light of the world*, SO THAT my followers *will have the light of life and not walk in darkness*. (John 8:12)

- ~ TO be *the door*, SO THAT people can *be saved* (John 10:9)

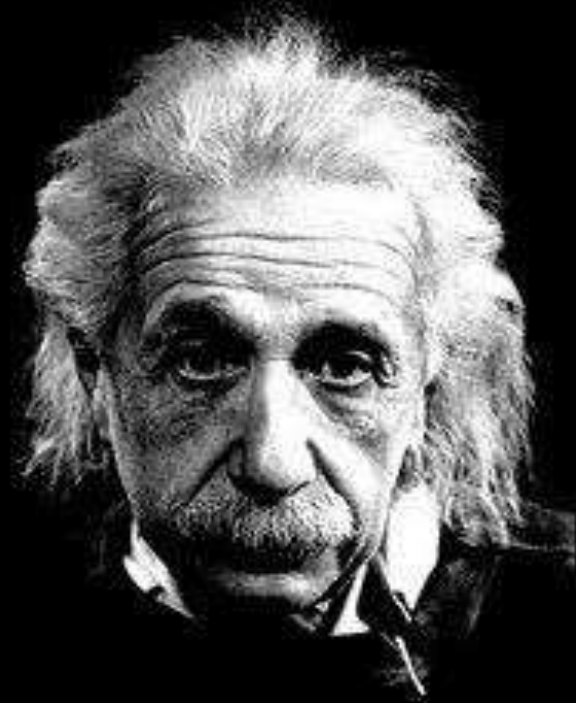
- ~ TO be *the good shepherd*, SO THAT I may *lay down my life for my sheep*. (John 10:11)

- ~ TO be *the resurrection and the life*, SO THAT my believers *will never die*. (John 11:25-26)

- ~ TO be *the way, the truth and the life*, SO THAT everyone can *come to the Father through me*. (John 14:6)

- ~ TO be *the vine*, SO THAT a man can *bear much fruit*. (John 15:5)

“WE CANNOT
SOLVE OUR
PROBLEMS
WITH THE SAME
THINKING WE
USED WHEN WE
CREATED THEM”





Start With WHY?



- ~ **Your WHY states your parish's contribution and impact**
 - ~ **The contribution is your primary objective**
 - ~ **The impact is the difference your parish will make**

- ~ **A WHY should inspire and explain your parish's purpose**

- ~ **It answers: "Why does my parish exist?" - "Why should anyone want to join us?"**

- ~ **Your 1 sentence WHY should be:**
 - **simple and clear**
 - **actionable**
 - **focused on how you'll contribute to others, and**
 - **expressed in affirmative language that resonates with you and can inspire others**

- ~ **Building a consensus around you WHY is a key to a church's long lasting success and viability**



Remember, Ideally, There Are 2 Parts to a WHY Statement



“TO”.....(the contribution)

“SO THAT”.... (the impact)



Simon Sinek's WHY?



**“TO inspire people to do the things
that inspire them**

**SO THAT together, we can change
our world.”**

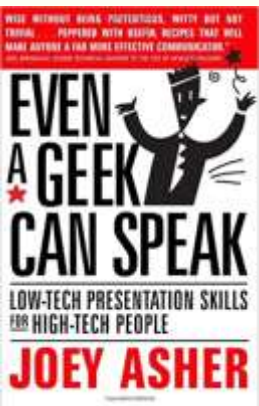




Bill's Lawyer Statement of WHY?



~ Joey Asher's Even A Geek Can Speak helps people communicate more effectively. In his mastering the “elevator pitch” chapter, he included my 2001 “WHY”



Elevator Pitch to Prospects

Bill Marianes is a transactional attorney with the law firm Troutman Sanders in Atlanta. When people ask him what he does for a living, he says, **“I’m a problem solver and dream facilitator.”** That’s appropriate, because when people come to see a lawyer, he says, they either have a problem or something they want to accomplish. After hearing the **Marianes** elevator pitch, prospective clients are always lured into asking him more detail about what he does.

He never responds to the question, “What do you do?” with “I’m an attorney.” That kind of response, he says, means, “I’m stuck with whatever box they put all the attorneys and lawyers in. I don’t have a chance to distinguish myself.”



“I’m a problem solver and dream facilitator”



McGUIREWOODS
ATLANTA



Statement of WHY?

“To help people pursue opportunities and resolve disagreements so that they may change the world and improve the lives of their stakeholders.”



**Stewardship
Calling**

Helping people and parishes discover and live their stewardship callings so that they may have a good account before the awesome judgment seat of Christ

www.stewardshipcalling.com



“To help people and parishes discover and live their stewardship callings, so that they may have a good account before the awesome judgment seat of Christ.”



**ORTHODOX
MINISTRY
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*Helping transform and improve
Orthodox Church parishes,
organizations, and ministries in
order to strengthen
the Body of Christ.*

www.orthodoxministry.org/



**“Helping transform and
improve Orthodox Church
parishes, organizations and
ministries in order to
strengthen the Body of Christ.”**



ORTHODOX CHRISTIAN PRISON MINISTRY
AN AGENCY OF THE ASSEMBLY OF BISHOPS



To share the love of Christ and His Church with those who are incarcerated and their families, so that lives are transformed and God is glorified.



GREEK ORTHODOX
METROPOLIS OF CHICAGO



**To receive and share
unconditional love, mercy,
healing and peace, so that
life has greater meaning
and purpose.**



SAINT NICHOLAS
GREEK ORTHODOX CHURCH | ANN ARBOR, MICHIGAN



**To practice Christ's love
through faith and service in a
welcoming community, so that
we may reflect the image and
likeness of God.**



St. Mark / St. Mary & St. Philopater Coptic Orthodox Church, Troy Michigan



**To embrace and serve all in a
Christ-centered and loving
environment, so that we may
empower each other to be the light
of the world and be eternally
united with Christ**



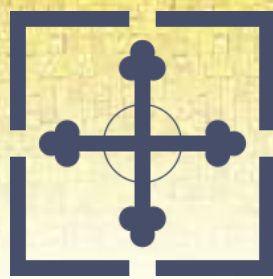
To guide and support the New England parishes so that they help people glorify God by growing in life, faith and spiritual understanding.



THE DIOCESE OF THE MIDWEST

ORTHODOX CHURCH IN AMERICA

**To be transformed in
Christ's joy, peace and
sacrificial love, so that
all may become one
with God and others.**



St. Nicholas Orthodox Church



**To seek and share Christ's
love so that all will find
eternal life in Him.**



Other WHY Statement Examples



TO welcome all SO THAT we may share Christ's love with one another.

TO bring together all who want to serve and inspire others SO THAT we can all be ready to enter a life with Christ.

TO inspire everyone to discover their true purpose in life through the life and teachings of Jesus Christ SO THAT we may lead everyone to salvation.

TO spread God's living word to all SO THAT souls are saved.



Other WHY Statement Examples



TO be a beacon of Christ's love SO THAT we may make disciples of all nations.

TO create engaged disciples of Christ SO THAT we may reflect the image and likeness of God in the world.

TO guide all people to the love of Christ SO THAT we may live eternally in heaven with God.

TO serve and nurture people SO THAT their path to salvation is an experience of love, peace and inclusion.



Other WHY Statement Examples



- ~ **TO welcome those seeking holiness and salvation through a loving and nurturing spiritual family SO THAT we may manifest the presence of Christ on earth.**
- ~ **TO provide an authentic experience of transformational love, healing and peace SO THAT we may find the fullness of truth and salvation through Jesus Christ.**
- ~ **TO be a warm caring Christian environment SO THAT faith, service and community thrive.**



**Draft your proposed Holy Trinity
Statement of Why and email it to:
Bill@stewardshipcalling.com by**

April 3rd

(the contribution)

TO _____

_____...

(the impact)

SO THAT _____
_____.



This Presentation and Other Related Materials Can Be Found Here

www.stewardshipcalling.com

Stewardship Calling

What are you doing with all of the gifts God has given you?

The screenshot shows the website's navigation menu with the following items: WHY ARE YOU HERE?, EFFECTIVE CHURCH MODEL, STEWARDSHIP, STRATEGIC PLANNING, INTERNET RADIO / PODCASTS, KEYNOTES & LEADERSHIP, BLOG, RESOURCES, UPCOMING PRO, CHURCH STRATEGIC PLANNING VIDEO, HAGIA SOPHIA, Holy Trinity Orthodox Cathedral Phoenix, Home, About Us, 4DX - 4 DISCIPLINES OF EXECUTION STRATEGIC PLANNING PROCESS, ST. DEMETRIOS - SAGINAW, MI STRATEGIC PLAN, HOLY TRINITY - PHOENIX, AZ - WHY DISCOVERY, ARMENIAN APOSTOLIC CHURCH EASTERN DIOCESE - STRATEGIC PLAN, Blog via Email, CHRIST THE SAVIOUR - HARRISBURG, PA, DCA DIOCESE OF NEW ENGLAND - STRATEGIC PLAN, DCA DIOCESE OF THE MIDWEST - STRATEGIC PLAN, BE, ST. NICHOLAS - GRAND RAPIDS, MI STRATEGIC PLAN, and die - It's Neither Social Nor.

The featured article is titled "Holy Trinity – Phoenix, AZ – WHY Discovery". The text reads: "I am blessed to working with Fr. Apostolos Hill, and his talented leadership team led Sandy Meris, at Holy Trinity Orthodox Church Phoenix, AZ to to undertake a WHY Discovery. This entails reaching consensus on one simple sentence that clearly expresses our parish's contribution and impact. The impact reflects the difference our parish will make in the world, and the contribution is the primary action that we will take toward making that impact. A WHY should inspire and explain a parish's purpose. It provides an answer to the questions: "Why does my church exist?" and "Why that matter to anyone else?" or "Why should anyone want to join

Strategic Planning Tab

Holy Trinity – Phoenix - Why Discovery page
<https://stewardshipcalling.com/holy-trinity-phoenix-az/>

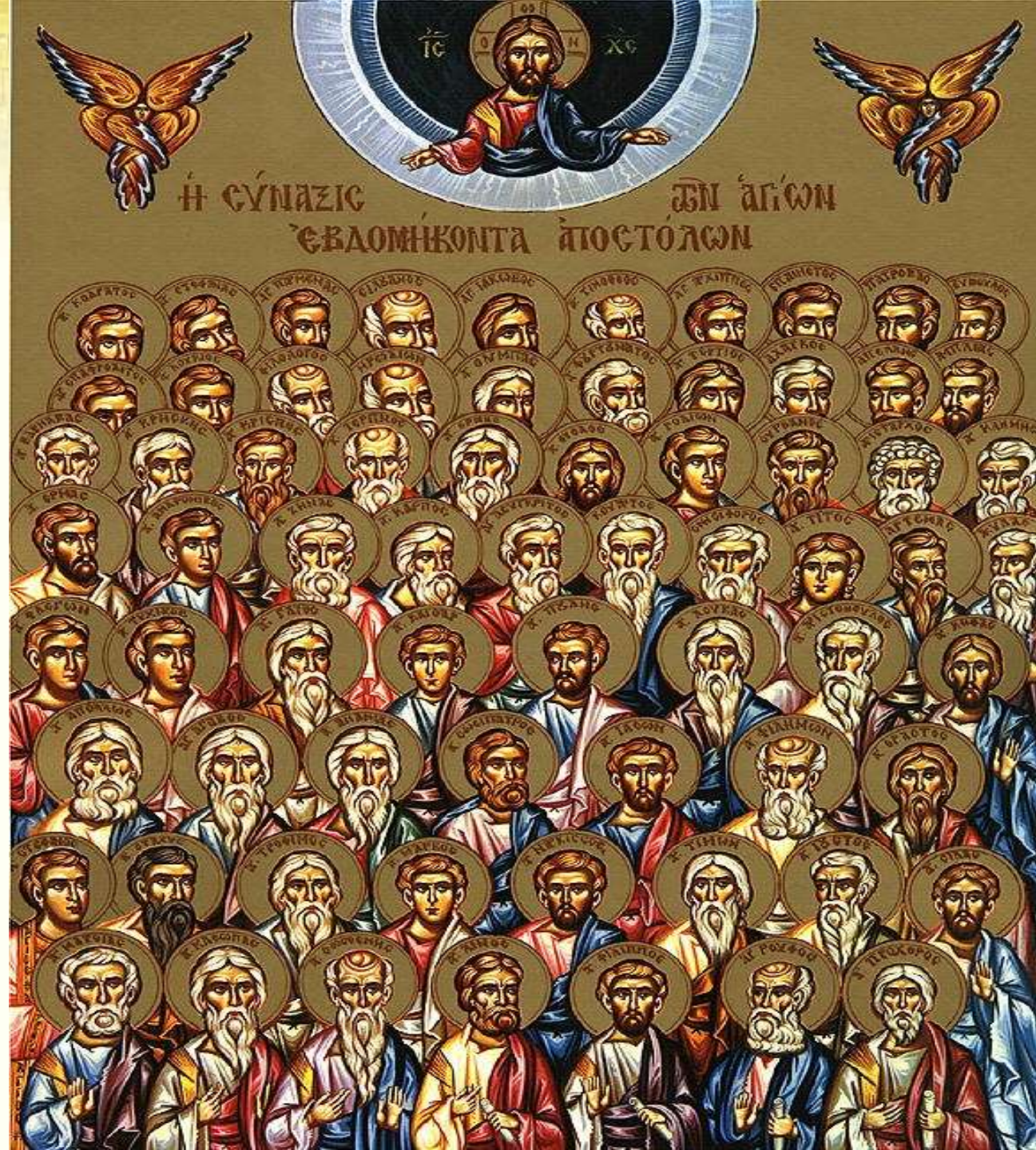
Question? Contact Bill Marianes at: Bill@stewardshipcalling.com

Bill @stewardshipcalling.com

April 3

*You
have been
called as
one of the
70
Disciples*

Luke 10:1



Welcome

WHY Discovery

~ ~ ~ ~ ~

“Where there is no vision, the people will perish”

Proverbs 29:18

~ ~ ~ ~ ~

Bill Marianes - March 27 & April 10, 2021

www.stewardshipcalling.com Bill@stewardshipcalling.com



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