



Holy Trinity Cathedral

[www.holytrinityphx.org](http://www.holytrinityphx.org)



# WHY Discovery - Part 2

~ ~ ~ ~ ~

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

Proverbs 29:18

~ ~ ~ ~ ~

**Bill Marianes - March 27 & April 10, 2021**

[www.stewardshipcalling.com](http://www.stewardshipcalling.com) [Bill@stewardshipcalling.com](mailto: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*

[www.stewardshipcalling.com](http://www.stewardshipcalling.com)



**ORTHODOX  
MINISTRY  
SERVICES**

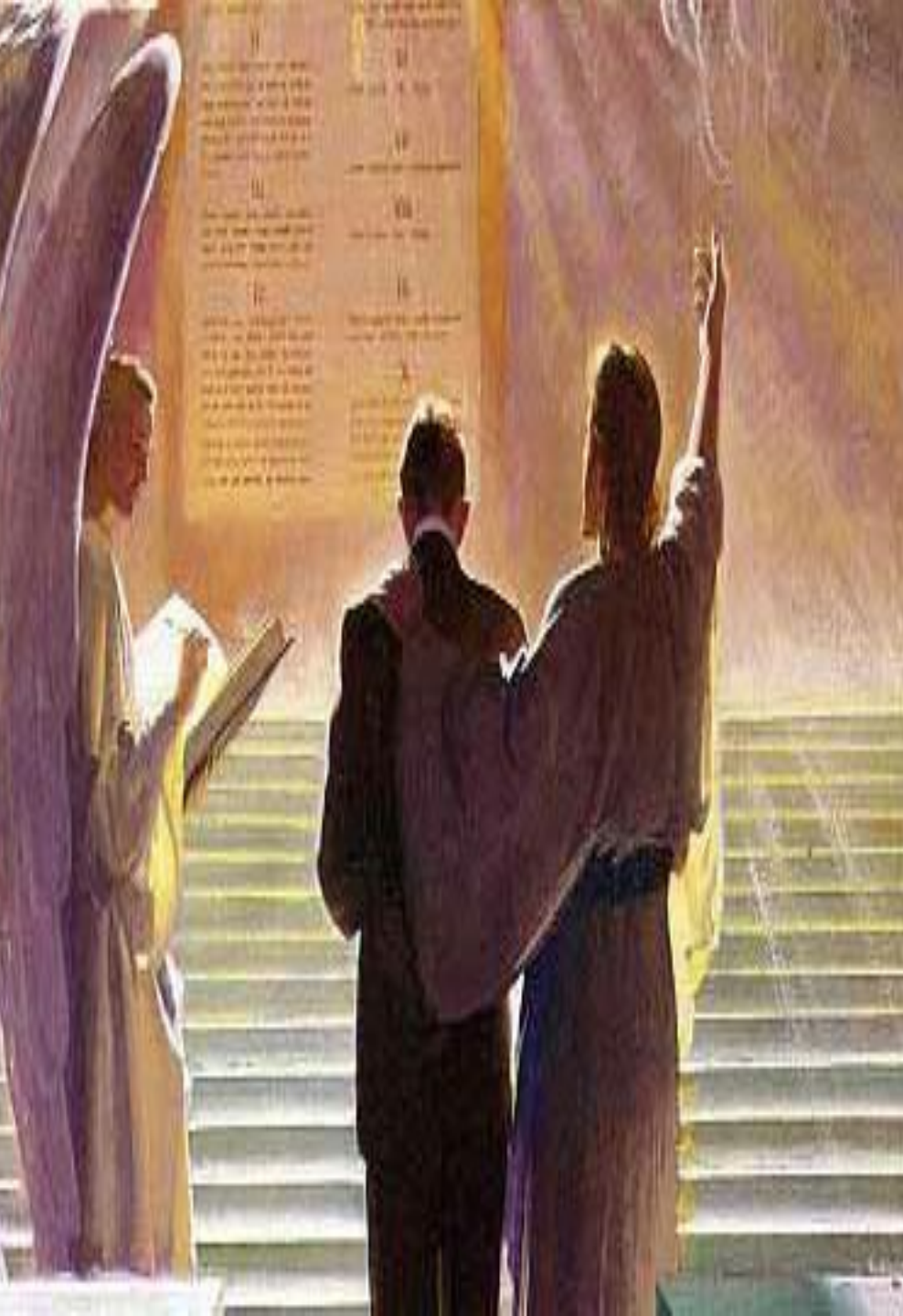
*Helping transform and improve Orthodox Church parishes, organizations, and ministries in order to strengthen the Body of Christ.*

[www.orthodoxministry.org/](http://www.orthodoxministry.org/)

# **WHY** are you here?

**The most critical question each  
person, parish and ministry  
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”*

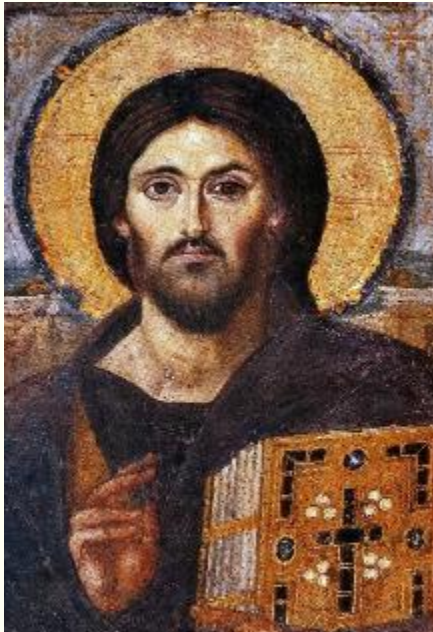
2 Corinthians 5:10  
Orthodox Divine Liturgy



# Christ's Possible Question To You



*“ What did You do with MY  
Church under Your watch  
given all of the gifts I gave  
You?”*





# This Presentation and Other Related Materials Can Be Found Here

[www.stewardshipcalling.com](http://www.stewardshipcalling.com)

## Stewardship Calling

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

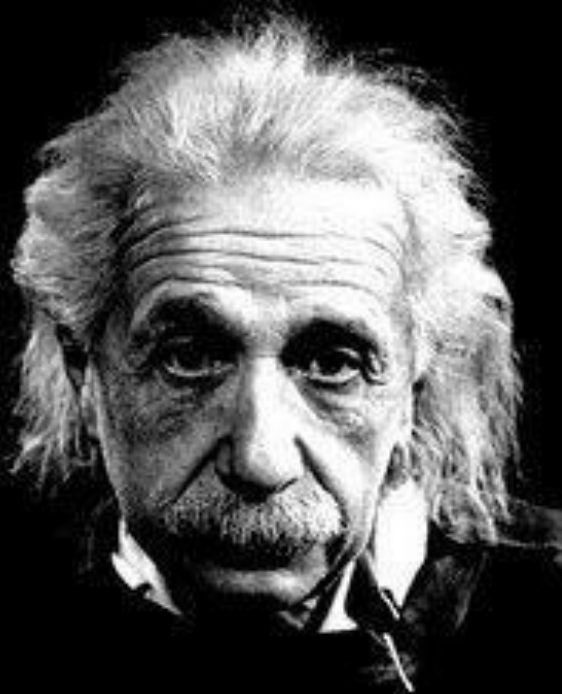
The screenshot shows the website's navigation menu with the following items: WHY ARE YOU HERE?, EFFECTIVE CHURCH MODEL, STEWARDSHIP, STRATEGIC PLANNING (circled in red), and INTERNET RADIO / PODCASTS. Below the menu, there are sections for KEYNOTES & LEADERSHIP, BLOG, RESOURCES, and UPCOMING PRO. A featured 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](mailto:Bill@stewardshipcalling.com)**

“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**



# WHY Statement

- ~ 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?







# Mission Statement

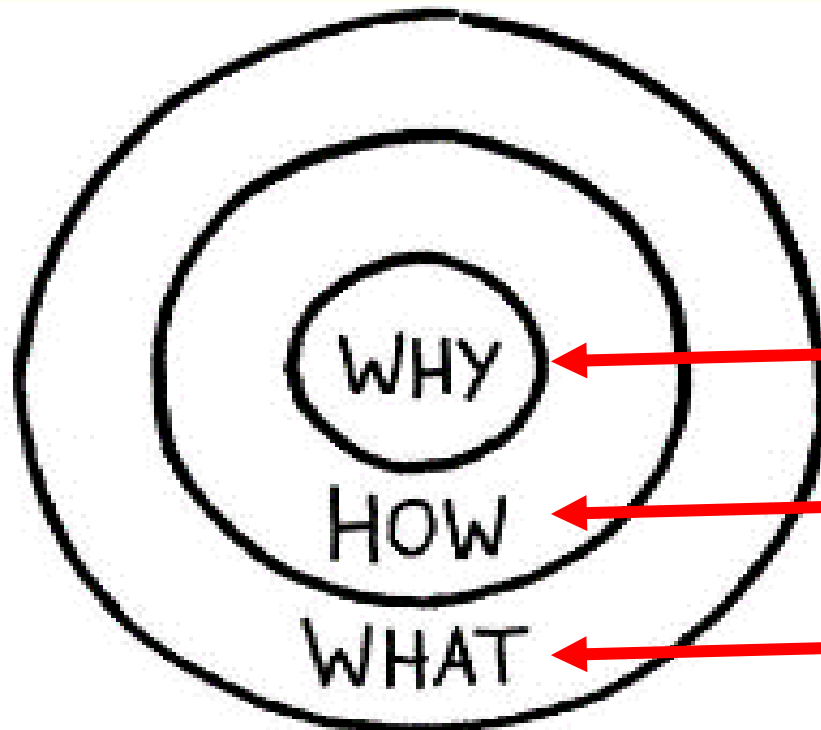
- ~ **Answers strategic planning question #3: What do we do?**
- ~ **A clear description of what your organization does to achieve its Vision**



# Vision Statement

- ~ **Answers strategic planning question #4: Where do we want to be?**
- ~ **Following our sense of God's calling, what is the vision of where our Parish will be in the future**

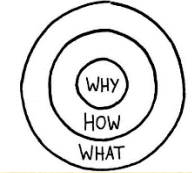
# Start With WHY?



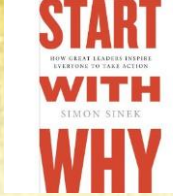
**WHY Statement**

**Vision Statement**

**Mission Statement**



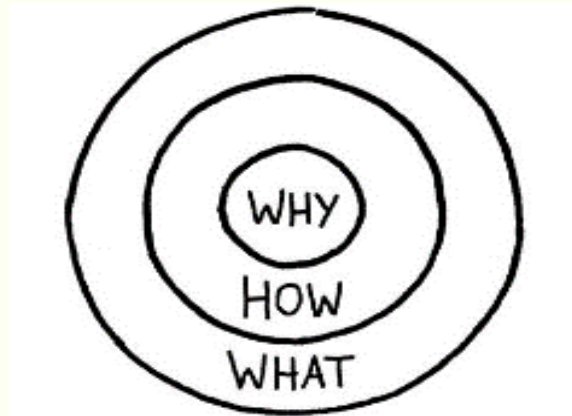
# Start With Why - How Great Leaders Inspire Everyone To Take Action



~WHAT = what do you do

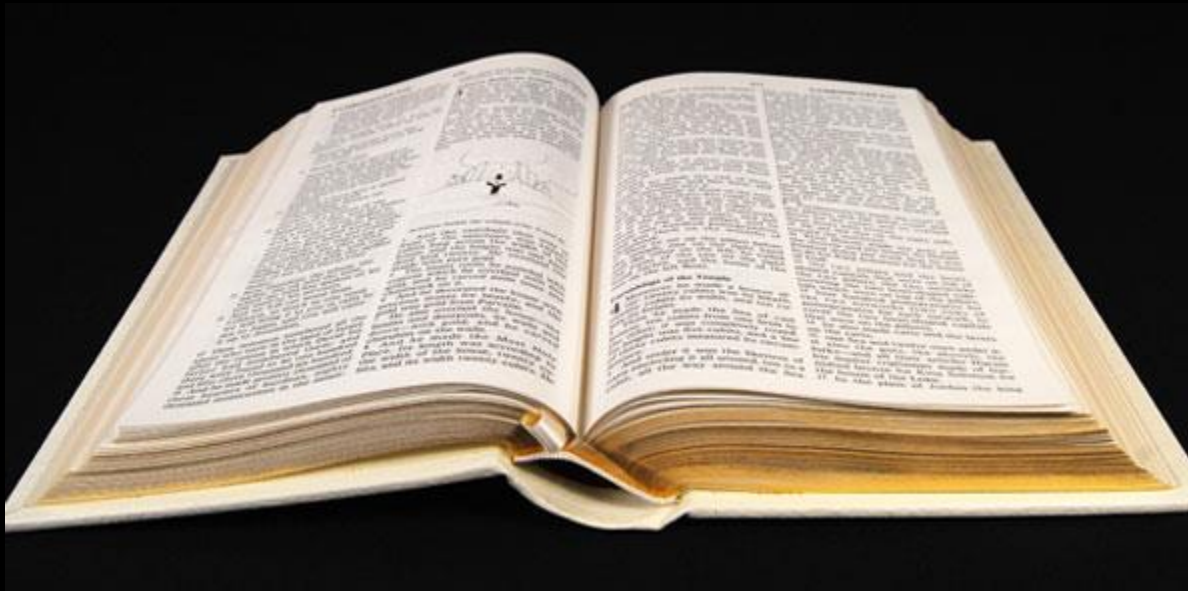
~ HOW = how do you do what you do

~ 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”

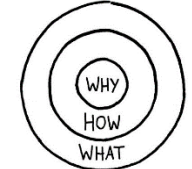
# A Statement of Why is Biblical



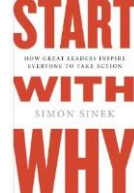


*“Men, WHY are you  
doing these things?”*

**Acts 14:14**



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



- ~ “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 into what you do, they buy into 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.”



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



**“TO”.....(the contribution)**

**“SO THAT”.... (the impact)**



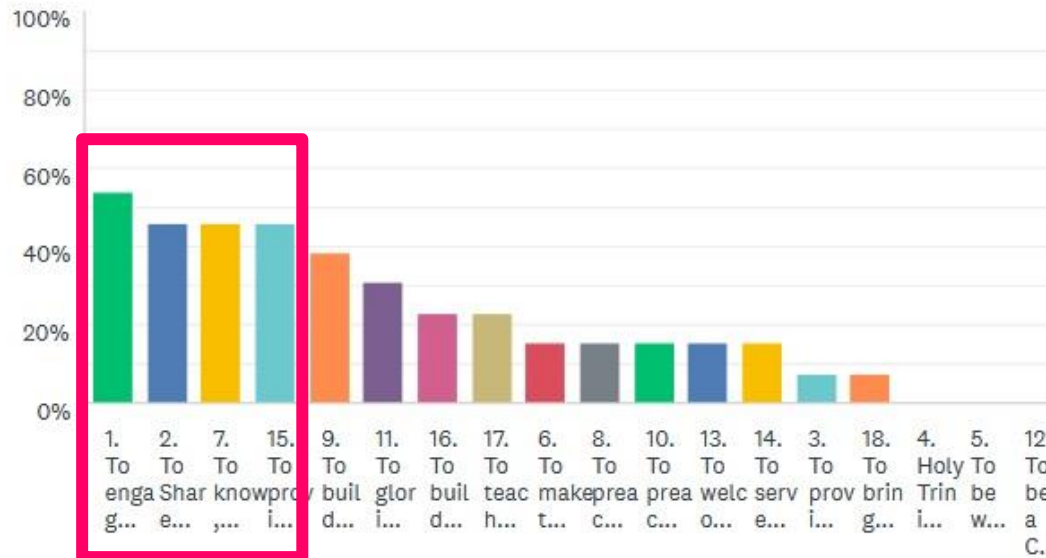


# TOP 4 HOLY TRINITY WHY STATEMENTS



VOTE FOR ONLY YOUR FAVORITE 4 WHY STATEMENT PREFERENCES (You must vote for 4.)

Answered: 13 Skipped: 0



ANSWER CHOICES	RESPONSES
▼ 1. To engage and connect people through ministry and teach the words and actions of Christ, so that faith, service and community thrive at Holy Trinity.	53.85% 7
▼ 2. To Share God's love, learn God's words and do God's work so that we may live an eternal life with God.	46.15% 6
▼ 7. To know, love and serve God, so that we can be examples of Jesus Christ to our community and society.	46.15% 6
▼ 15. To provide an authentic place of worship and welcome Orthodox Christians so that they can be inspired to live a spiritual life, Christian Orthodox faith, Hellenism, culture and community.	46.15% 6



# **TOP 4 HOLY TRINITY WHY STATEMENTS**



- 1. To engage and connect people through ministry and teach the words and actions of Christ, so that faith, service and community thrive at Holy Trinity. (54%)**
- 2. To share God's love, learn God's words and do God's work so that we may live an eternal life with God. (46%)**
- 3. To know, love and serve God, so that we can be examples of Jesus Christ to our community and society. (46%)**
- 4. To provide an authentic place of worship and welcome Orthodox Christians so that they can be inspired to live a spiritual life, Christian Orthodox faith, Hellenism, culture and community. (46%)**



# **Key Elements of Top 4 Holy Trinity WHY Statements**



- 1. engage people through ministry  
teach the words and actions of Christ,  
so that faith, service and community thrive.**
- 2. share God's love, words and work  
so that we may live an eternal life with God**
- 3. know, love and serve God,  
so that we can be examples of Jesus Christ**
- 4. provide a welcoming place of worship  
to be inspired to a spiritual life, Christian  
Orthodox faith, Hellenism, culture and  
community.**



# **Possible Redrafted Top 4 Holy Trinity WHY Statements**



- 1. To engage people to live Christ's teachings, so that faith, service and community thrive.**
- 2. To share God's love, so that we may live an eternal life with God.**
- 3. To know, love and serve God, so that we can be examples of Jesus Christ**
- 4. To be a welcoming community inspiring a spiritual Christian Orthodox life, culture and community.**



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## WHY Statement

**To be a welcoming  
community sharing Christ's  
love and engaging people in  
service to others.**

A man in a dark jacket is sitting on a ledge, looking out over a vast sea of white clouds. The sky is a mix of orange and blue, suggesting a sunrise or sunset. The clouds are dense and stretch far into the distance.

# Holy Trinity Cathedral

**Are you Living  
your Why?**



# **“Help Your Employees Find Purpose – or Watch Them Leave”<sup>1</sup>**

**“Nearly 2/3 of US-based employees we surveyed said that COVID-19 has caused them to reflect on their purpose in life.”**

**“People who live their purpose at work are more productive than people who don’t. They are also healthier, more resilient, and more likely to stay... when their purpose is aligned with the organization’s purpose, the benefits expand to include stronger employee engagement, heightened loyalty, and a greater willingness to recommend the company to others.”**

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<sup>1</sup> By McKinsey partners and consultants: Naina Dhingra, Andrew Samo, Bill Schaninger, and Matt Schrimper <https://www.mckinsey.com/business-functions/organization/our-insights/help-your-employees-find-purpose-or-watch-them-leave?cid=eml-web> (Thanks Paul Katsenes for sharing this article.)



# **“Help Your Employees Find Purpose – or Watch Them Leave”<sup>1</sup>**



**“Do senior executives use the company’s purpose as a North Star to make difficult decisions and trade-offs?”**

**“If your company’s purpose is just a poster on the wall, you’re wasting everyone’s time. If you talk about purpose but don’t follow through, the results can be devastatingly bad.”**

**“Routine measurement helps leaders encourage buy-in, spot problems early, and take appropriate action.”**

**“...employees are 5 times more likely to be excited to work at a company that spends time reflecting on the impact it makes in the world.”**

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<sup>1</sup> By McKinsey partners and consultants: Naina Dhingra, Andrew Samo, [Bill Schaninger](https://www.mckinsey.com/business-functions/organization/our-insights/help-your-employees-find-purpose-or-watch-them-leave?cid=eml-web), and Matt Schrimper <https://www.mckinsey.com/business-functions/organization/our-insights/help-your-employees-find-purpose-or-watch-them-leave?cid=eml-web>





**“The mystery of human  
existence lies not in just  
staying alive, but in finding  
something to live for.”**

**- Fyodor Dostoyevsky -**



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## WHY Messaging

**If you're looking for a welcoming community sharing Christ's love, do I have a church for you**

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**If you're looking for a place that engages people in service to others, do I have a church for you**

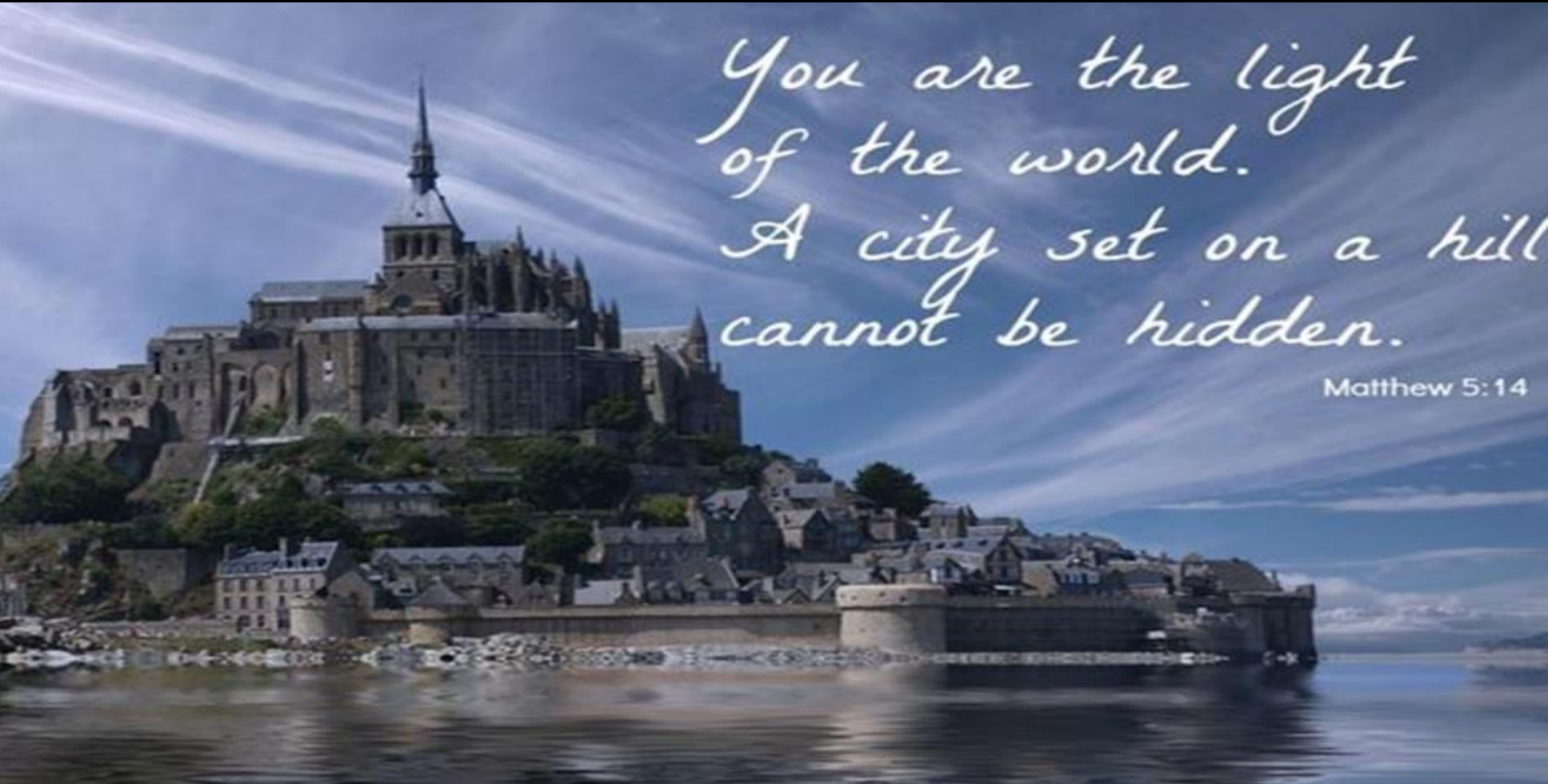
**“You must be the change  
you wish to see in the  
world.”**



**Mahatma Gandhi**

***“Let your light so shine before men, that they may see your good works and glorify your Father in heaven.”***

**Matthew 5:16**

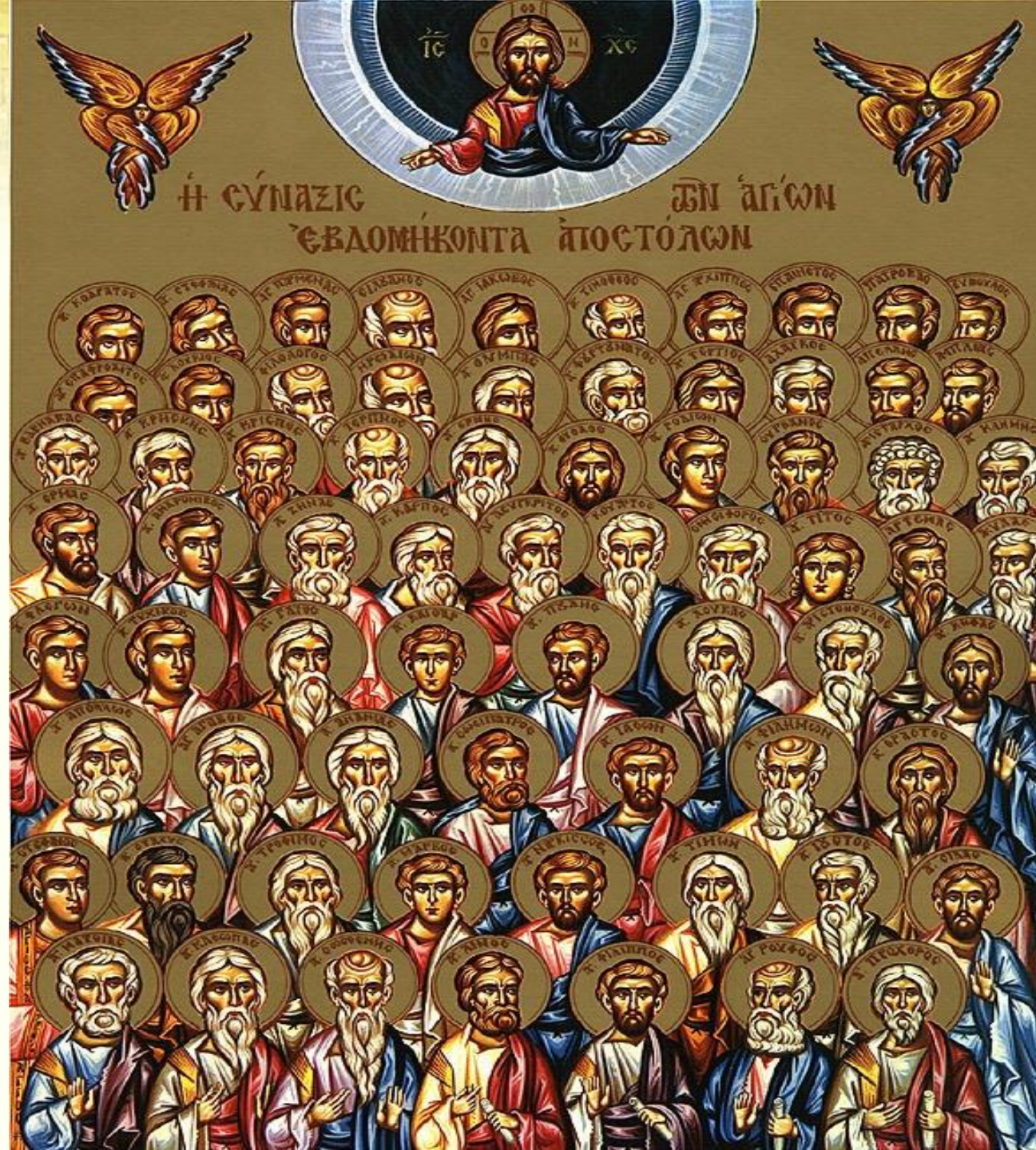


*You are the light  
of the world.  
A city set on a hill  
cannot be hidden.*

**Matthew 5:14**

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

*Luke 10:1*





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## WHY Statement

**To be a welcoming  
community sharing Christ's  
love and engaging people in  
service to others.**



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# WHY Discovery - Part 2

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Proverbs 29:18

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