



ZOE for Life!®

WHY Discovery

~~~~~

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

Proverbs 29:18

~~~~~

Bill Marianes & Nicholas Chakos



**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
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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/

WHY are you here?

**The most critical question each
person and ministry must
answer.**



WHY

are you here?





This Presentation Can Be Found Here

www.stewardshipcalling.com

Stewardship Calling

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

Strategic Planning Tab

ZOE for LIFE - Why Discovery page:
<https://stewardshipcalling.com/zoe-for-life-why-discovery/>

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

The Facts Please





“Help Your Employees Find Purpose – or Watch Them Leave”¹



“Do leaders use the purpose as a North Star to make difficult decisions and trade-offs?”

“If your 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.”

“...people are 5 times more likely to be excited to work somewhere that spends time reflecting on the impact it makes in the world.”

¹ 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.)

The Giving Facts - 2018

How much did Americans give in 2018?

\$427.71 billion

Americans gave \$427.71 billion by charity in 2018, a 1.1% increase over the year for charitable giving.

Giving to foundations decreased the most after experiencing strong double-digit growth in the year prior.

Where did the generosity come from?

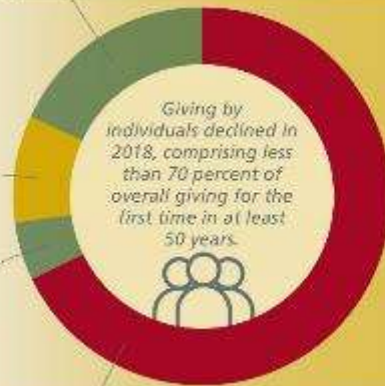
Contributions by source (by percentage of the total)

18%
Giving by Foundations
\$75.86 billion
(6.7% up when inflation adjusted)
↑ 7.3% over 2017

9%
Giving by Bequest
\$39.71 billion
(2.2% down when inflation adjusted)
↓ 0.0% same as 2017

5%
Giving by Corporations
\$20.05 billion
(2.9% up when inflation adjusted)
↑ 5.4% from 2017

68%
Giving by Individuals
\$292.09 billion
(2.4% down when inflation adjusted)
↓ 1.1% from 2017



* All figures on this infographic are reported in current dollars unless otherwise noted.

Where are all the charitable dollars going?

Contributions by source (by percentage of the total)

% of total	\$ amount	% change	Inflation adjusted
29%	\$124.52 billion	↓ -15%	-3.9%
14%	\$58.72 billion	↓ -1.3%	-3.7%
12%	\$51.54 billion	= -0.3%	-2.7%
12%	\$50.29 billion	↓ -6.9%	-9.1%
10%	\$40.78 billion	= 0.1%	-2.3%
7%	\$31.21 billion	↓ -3.7%	-6.0%
5%	\$22.88 billion	↑ 9.6%	7.0%
5%	\$19.49 billion	= 0.3%	-2.1%
3%	\$12.70 billion	↑ 3.6%	1.2%
2%	\$9.06 billion	-	-

↓ indicates growth in current dollars with a decline after adjusted for inflation.

Visit www.GivingUSA.org to learn more and to order your copy of Giving USA 2019: The Annual Report on Philanthropy for the Year 2018.



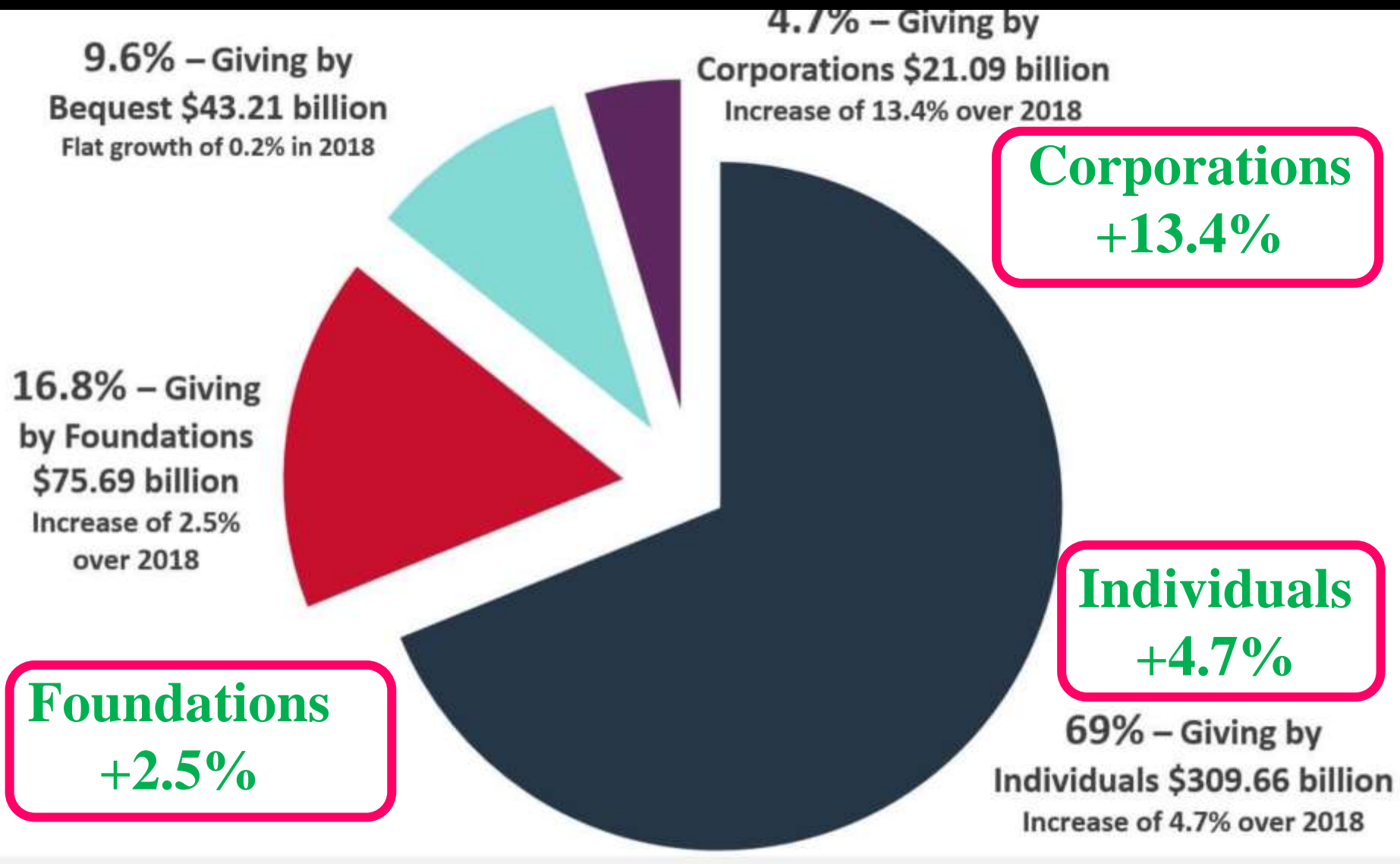
Giving USA Foundation[®], The Giving Institute, and the Indiana University Lilly Family School of Philanthropy are pleased to continue their partnership in providing the most comprehensive, longest-running, and most rigorously researched resource on U.S. charitable giving. Giving USA: The Annual Report on Philanthropy[®] is a privilege to report on the generosity of Americans and related historical trends on U.S. charitable giving.

\$427.7 Billion given away

Giving USA Foundation - 2019 Annual Report

\$124.25 Billion (29%) went to religious causes

The Giving Facts – 2019 to 2018



The Bad News





Abortion Data (as of May 6, 2021)¹



- ~ **59% of U.S. adults say abortion should be legal in all or most cases (39% think abortion should be illegal in all or most cases)**
- ~ **82% of NONES say abortion should be legal in all or most cases, while just 16% say it should be illegal.**
- ~ **63% of White Protestants who are not evangelical say abortion should be legal in all or most cases.**
- ~ **53% of Orthodox Christians say abortion SHOULD be legal (as of 2018)²**

¹ <https://www.pewresearch.org/fact-tank/2021/05/06/about-six-in-ten-americans-say-abortion-should-be-legal-in-all-or-most-cases/>

² <https://www.pewresearch.org/fact-tank/2018/01/22/american-religious-groups-vary-widely-in-their-views-of-abortion/>

The Good News?





Abortion Data (as of May 6, 2021)¹

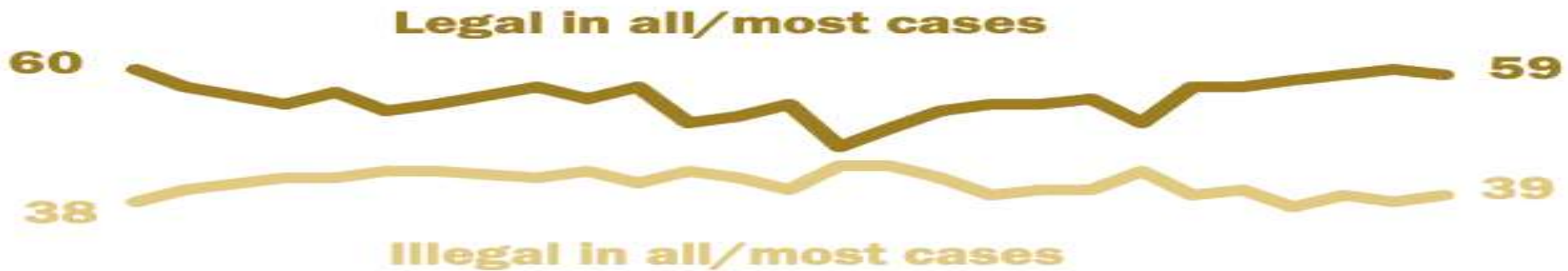


¹ <https://www.pewresearch.org/fact-tank/2021/05/06/about-six-in-ten-americans-say-abortion-should-be-legal-in-all-or-most-cases/>

~ Views about abortion are relatively unchanged

Public views of abortion, 1995-2021

% who say abortion should be ...



26 years

1995

2021

Notes: Trend data from 2018 and earlier from surveys conducted by telephone. Data from 1995-2005 from ABC News/Washington Post polls; data for 2006 from AP-Ipsos poll. Trend lines show aggregated data for years where more than one survey was conducted. Source: Survey of U.S. adults conducted April 5-11, 2021.

The Puzzling News





Education Matters, But Not Like You'd Think¹



¹ <https://www.pewresearch.org/fact-tank/2021/05/06/about-six-in-ten-americans-say-abortion-should-be-legal-in-all-or-most-cases/>

- ~ Support for legal abortion is greater among those with higher levels of education.
- ~ Those with postgraduate (71%) and bachelor's (65%) degrees are more likely than those with less education to support legal abortion in at least most cases.
- ~ Adults with no more than a high school education are divided on the issue (Half say abortion should be legal in at least most cases, while 47% say abortion should be illegal in all or most cases.)



I'm Not Being Political – But It's Political¹



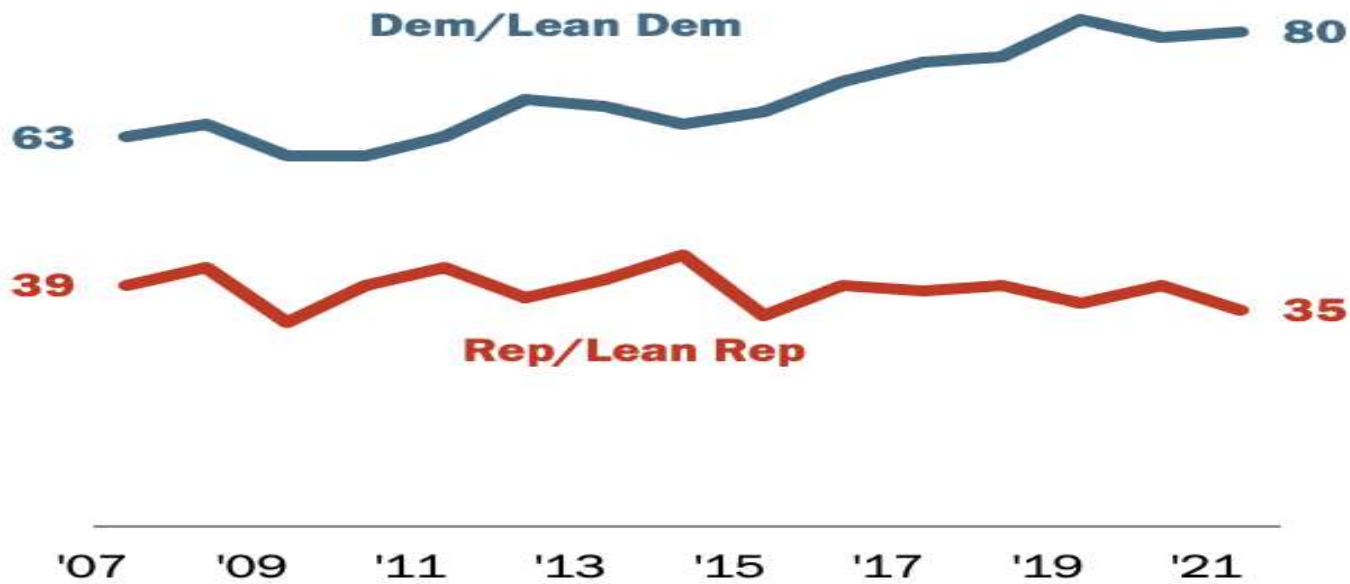
¹ <https://www.pewresearch.org/fact-tank/2021/05/06/about-six-in-ten-americans-say-abortion-should-be-legal-in-all-or-most-cases/>

~ Support among Democrats has risen by nearly 20 points since 2007, and 80% now say abortion should be legal in all or most cases.

~ Views among Republicans have remained relatively steady during this period.

Partisan gap in views of whether abortion should be legal remains wide

% who say abortion should be legal in all or most cases





Reality

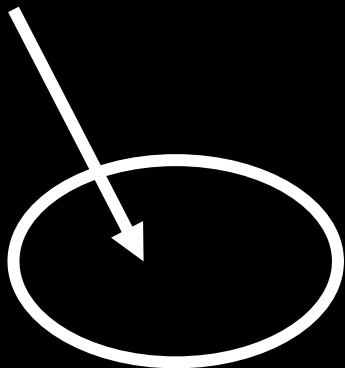
Shattered



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



*Your
comfort
zone*



*Where the Magic
Happens*



We are living in exponential times...

... the speed of change is
unimaginable and accelerating

'The following is based on the pioneering YouTube video "Did You Know?" (with certain updated statistics).

Did You Know? is licensed by Karl Fisch, Scott McLeod, and XPLANE under a Creative Commons Attribution Non-Commercial Share-Alike license. You are free to copy, distribute, remix and transmit the presentation as long as you give proper attribution to the original creators and share the resulting work under the same license. You may not use Did You Know? for commercial purposes without permission from the creators. (Selected statistics have been updated, as much as reasonably possible, from available sources.)

Years it took to reach 50 million users:

Telephone - 75 years



Radio - 38 years



TV - 13 years



Internet - 4 years



Google Plus - 88 days



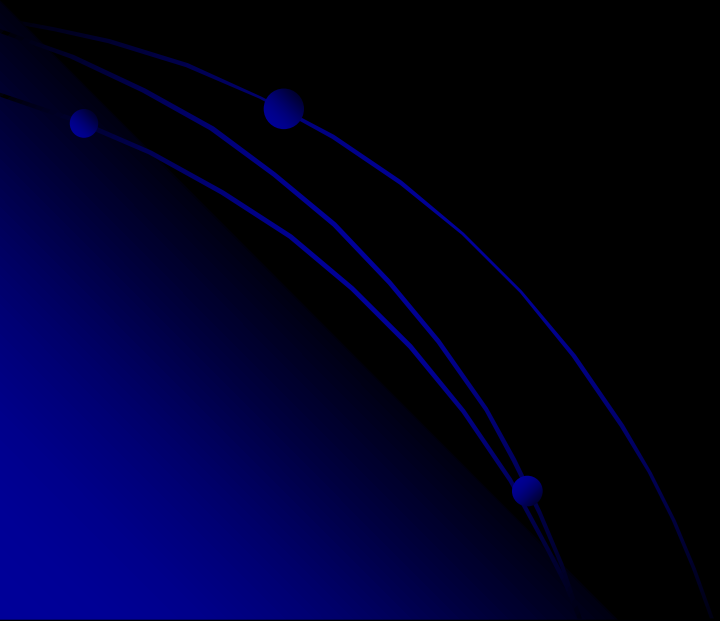
Angry Birds - 35 days



Pokémon GO - 19 days



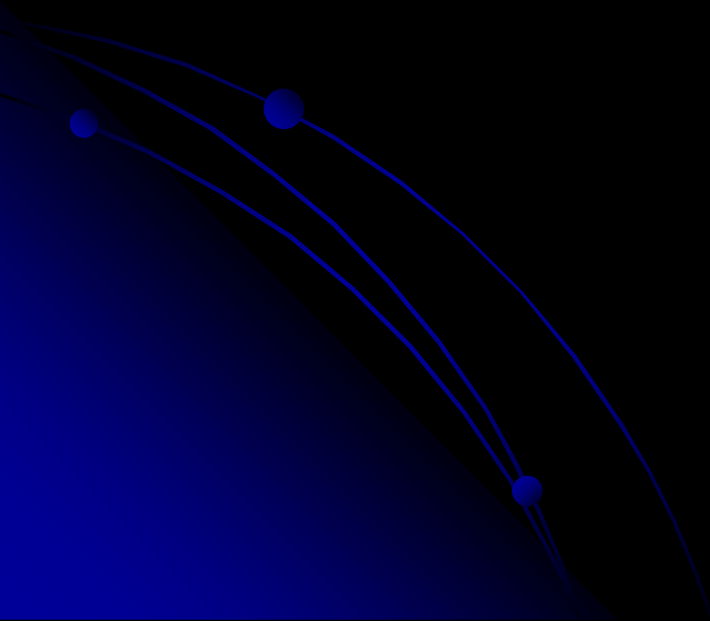
We are living in exponential times...



1 hour of video is uploaded to



every second



If Facebook's over 2.41 Billion active monthly users were a country...



...it would be the largest country in the world...

... larger than China and India, and 7.3 times bigger than the U.S.

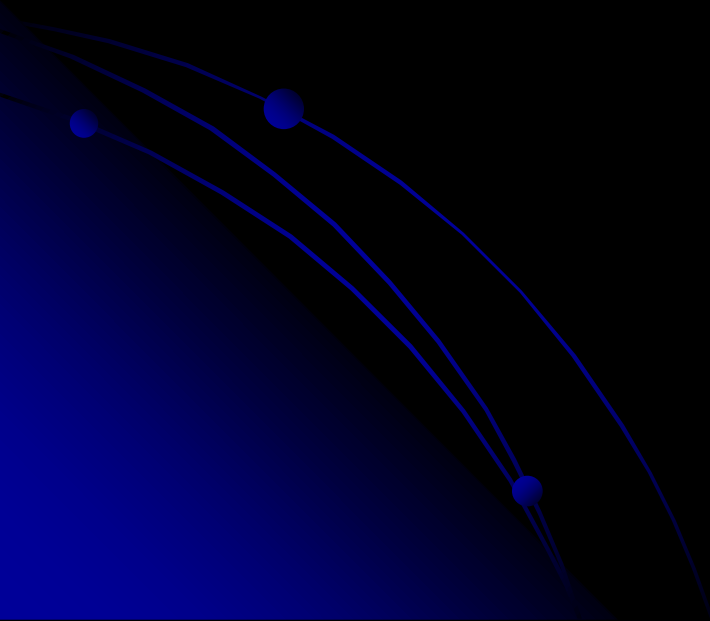


1 out of 8 couples married in
the U.S. in 2005 . . .
. . .met online

By 2013, 1 out of 3
couples in the U.S.
met online

We are living in exponential times...

So what does all this mean for
your ministry?



What Is The Biggest Challenge Facing Your Ministry?

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

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

- **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
(ministry) will either be
risk takers, caretakers
or undertakers.”**



**Pastor Rick
Warren**

Organizational culture eats strategy for breakfast, lunch and dinner



Culture



Strategy

Cultural Change

NEXT EXIT



**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 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

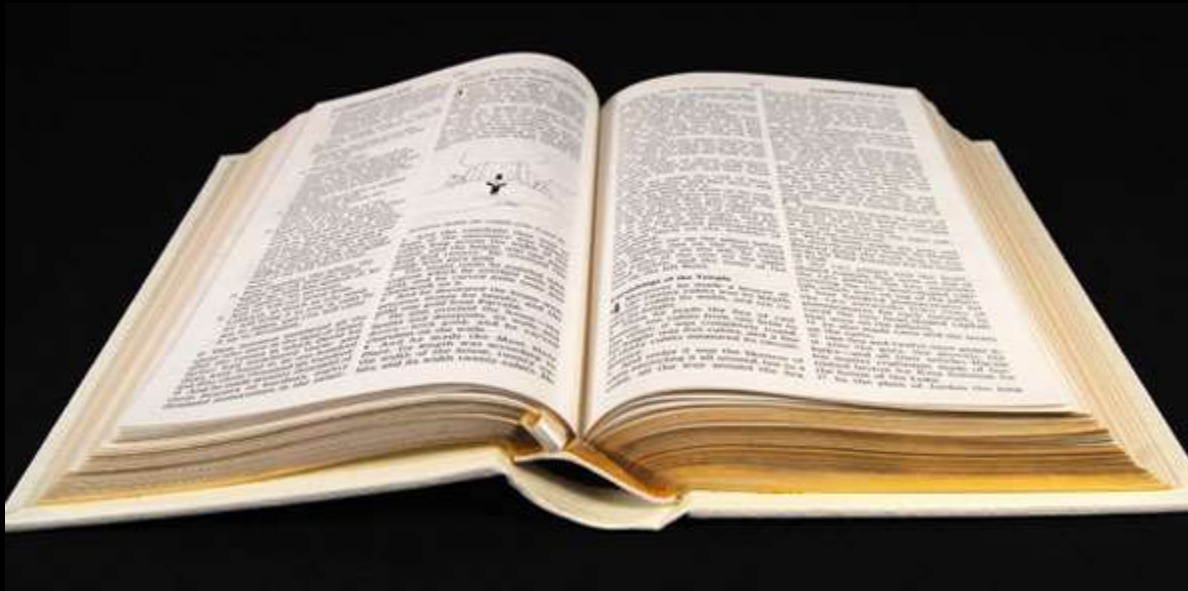


Start With WHY?

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



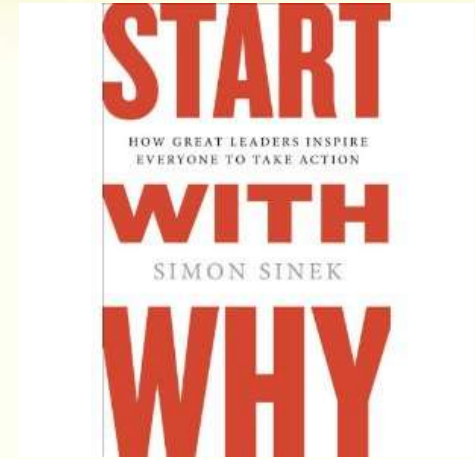
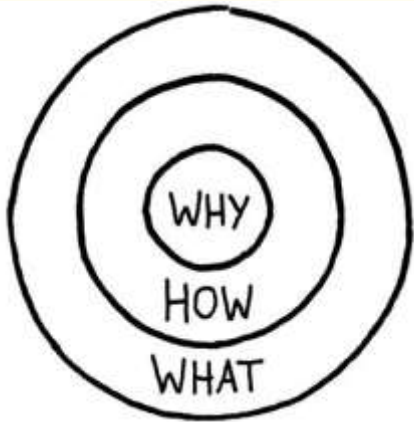
A Statement of Why is Biblical



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

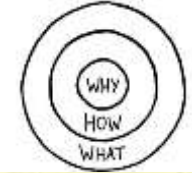
Acts 14:14

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

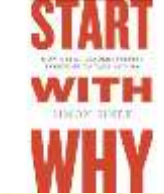


54,212,375 views

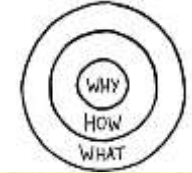
http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action.html



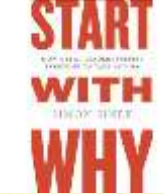
Start With Why - How Great Leaders Inspire Everyone To Take Action



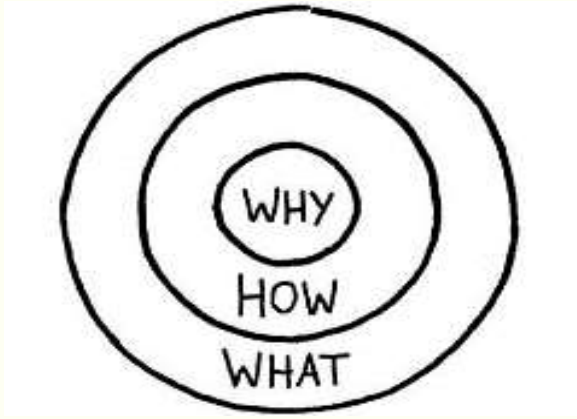
- ~ “How do you explain why some people are able to achieve things that defy all of the assumptions ...or what other similar organizations can do.”
- ~ “People don’t buy what you do, they buy why you do it, and what you do simply proves what you believe.”
- ~ “If you don’t know why you do what you do, 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.”



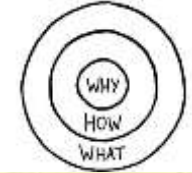
Start With Why - How Great Leaders Inspire Everyone To Take Action



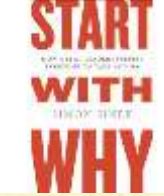
- ~WHAT = what do you do
- ~ HOW = how do you do what you do
- ~ WHY = why does your organization exist?
what is your purpose cause or belief?
why does your organization exist?
why should anyone care or want to join you?



“The Golden Circle”

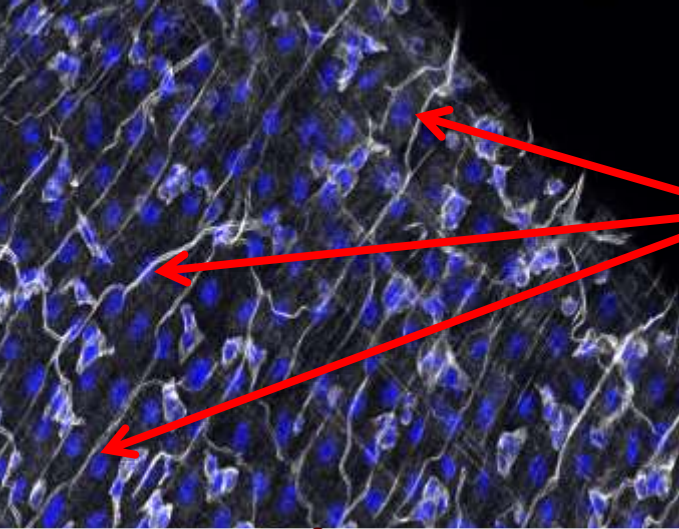


Start With Why - How Great Leaders Inspire Everyone To Take Action

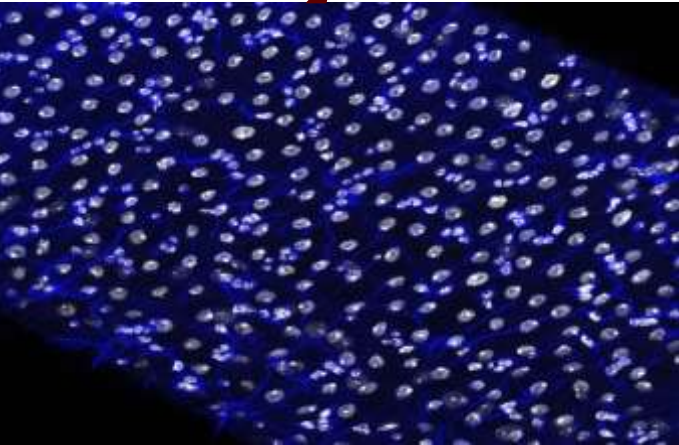


- ~ This is supported by the tenants of biology**
- ~ The (newest homosapien) Neocortex Region of the Brain = WHAT; responsible for rational and analytical thought and language**
- ~ The Limbic Region of the Brain = WHY; responsible for all of our feelings like trust, all human behavior and decision 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...”*

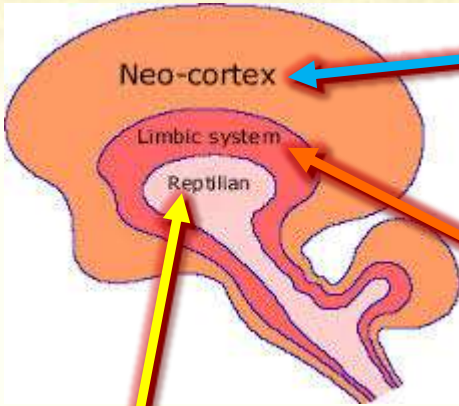
~ *“A big part of our emotions are probably influenced by the nerves in our gut...”*

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)



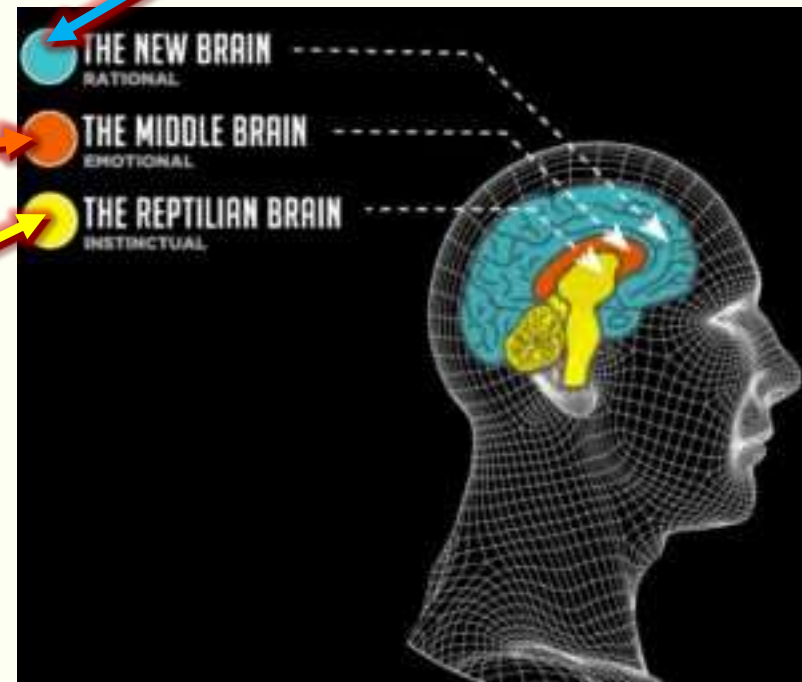
Bill's HLB Human Brain Theory



**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)**



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

AUDIENCE PARTICIPATION TIME!

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



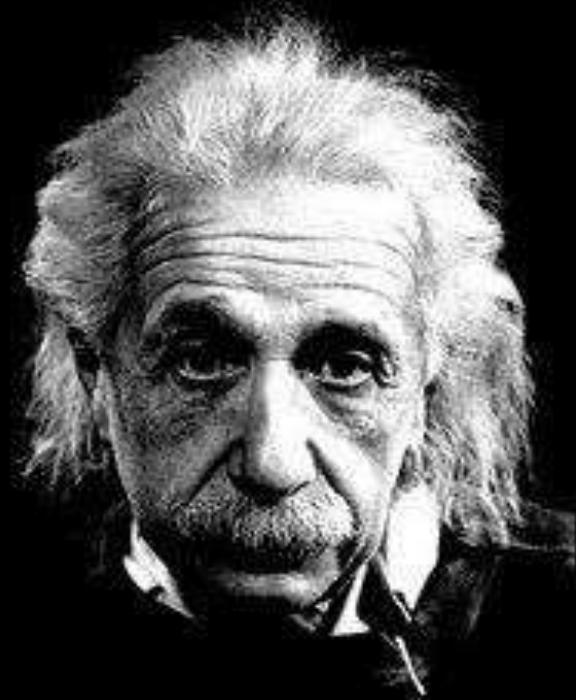


7 Jesus WHY Statements



- ~ To provide the bread of life so that people won't be hungry.
“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)
- ~ To be the light of the world so that people will not walk in darkness.
“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)
- ~ To be the door through which people are saved.
“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)
- ~ To be the leader willing to die for others.
“I am the good shepherd. The good shepherd lays down his life for the sheep.” (John 10:11)
- ~ To be the path through which people will be saved.
“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)
- ~ To be the way so that people can be with God.
“Jesus answered, ‘I am the way and the truth and the life. No one comes to the Father except through me.’” (John 14:6)
- ~ To be the conduit so that people can achieve more.
“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)

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





There Are Generally 2 Parts To A WHY Statement

“TO”.....(the contribution)

“SO THAT”.... (the impact)



Start With WHY?



- ~ Your WHY states your ministry's contribution and impact
 - ~ The contribution is your primary objective
 - ~ The impact is the difference your ministry will make
- ~ A WHY should inspire and explain your ministry's purpose
- ~ It answers: "Why does my ministry 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 ministry'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.**



Greek Orthodox Metropolis of Detroit
St. Demetrios Greek Orthodox Church
Saginaw, MI



OUR PATRON SAINT:
GREAT-MARTYR DEMETRIOS
"THE MYRRH-STREAMER"

Statement of WHY

**To unite all in Christ's
love, so all may find
salvation**



Holy Trinity Cathedral

www.holytrinityphx.org



WHY Statement

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



Holy Trinity Cathedral

www.holytrinityphx.org



WHY Reverse Messaging

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

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



ZOE for Life![®]



WHY Statement

3 Finalists

To change the world to believe that life is sacred, giving glory to God.

To convince the world that life is sacred, giving glory to God.

To give to glory to God by convincing the world that life is sacred.



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?

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

4DX - 4 DISCIPLINES OF EXECUTION STRATEGIC PLANNING PROCESS

ST. DEMETRIOS - SAGINAW, MI STRATEGIC PLAN

HOLY TRINITY - INDIANAPOLIS - STRATEGIC PLAN

ZOE FOR LIFE - WHY DISCOVERY

Blog via Email


ZOE for LIFE - Why Discovery

I am blessed to working with the very talented Board of Directors ZOE for LIFE Ministry to undertake a WHY Discovery.

Strategic Planning Tab

ZOE for LIFE - Why Discovery page:
<https://stewardshipcalling.com/zoe-for-life-why-discovery/>

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



**Are you Living
your Why?**

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

- Fyodor Dostoyevsky -

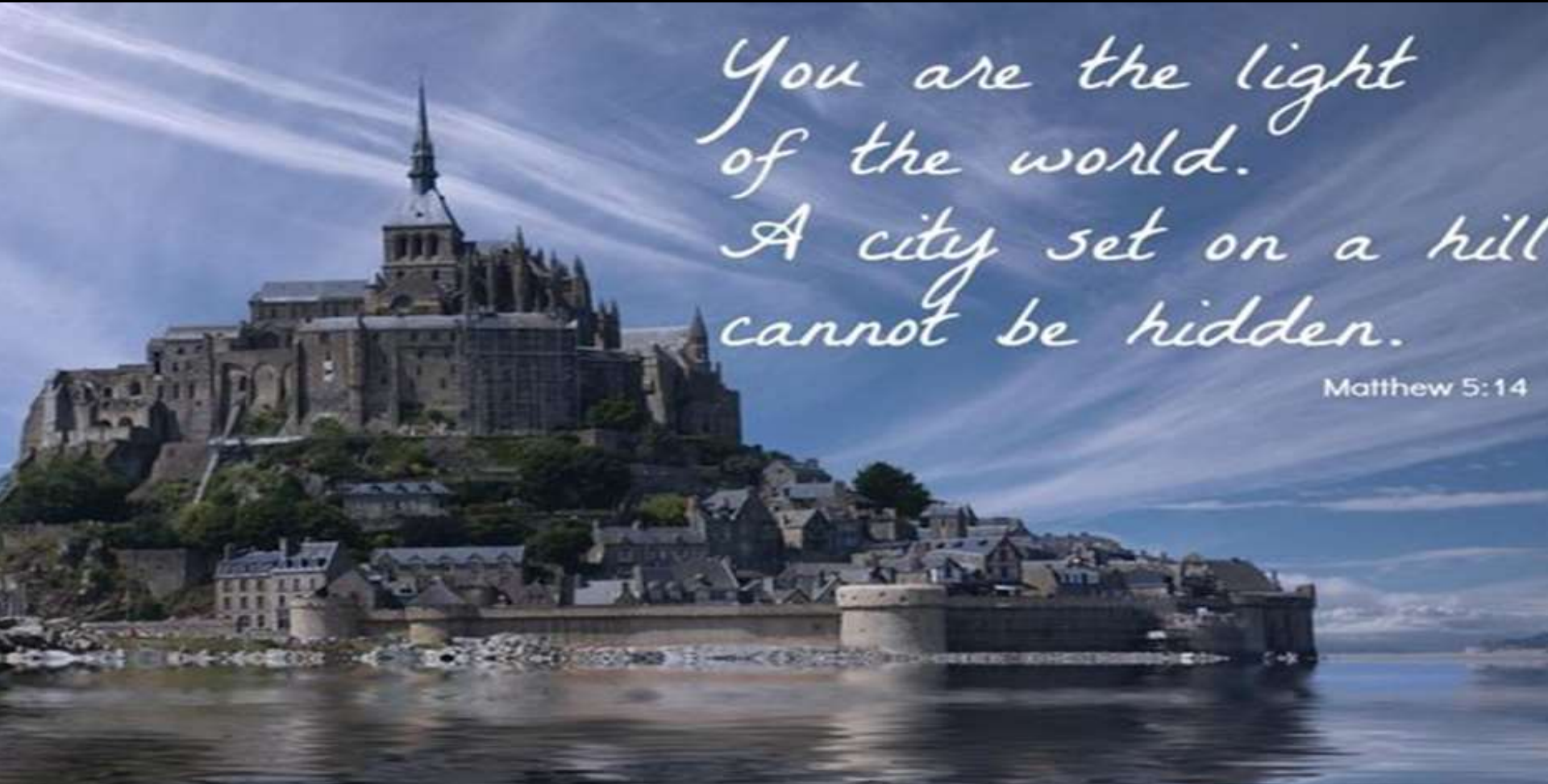
**“You must be the change
you wish to see in the
world.”**



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

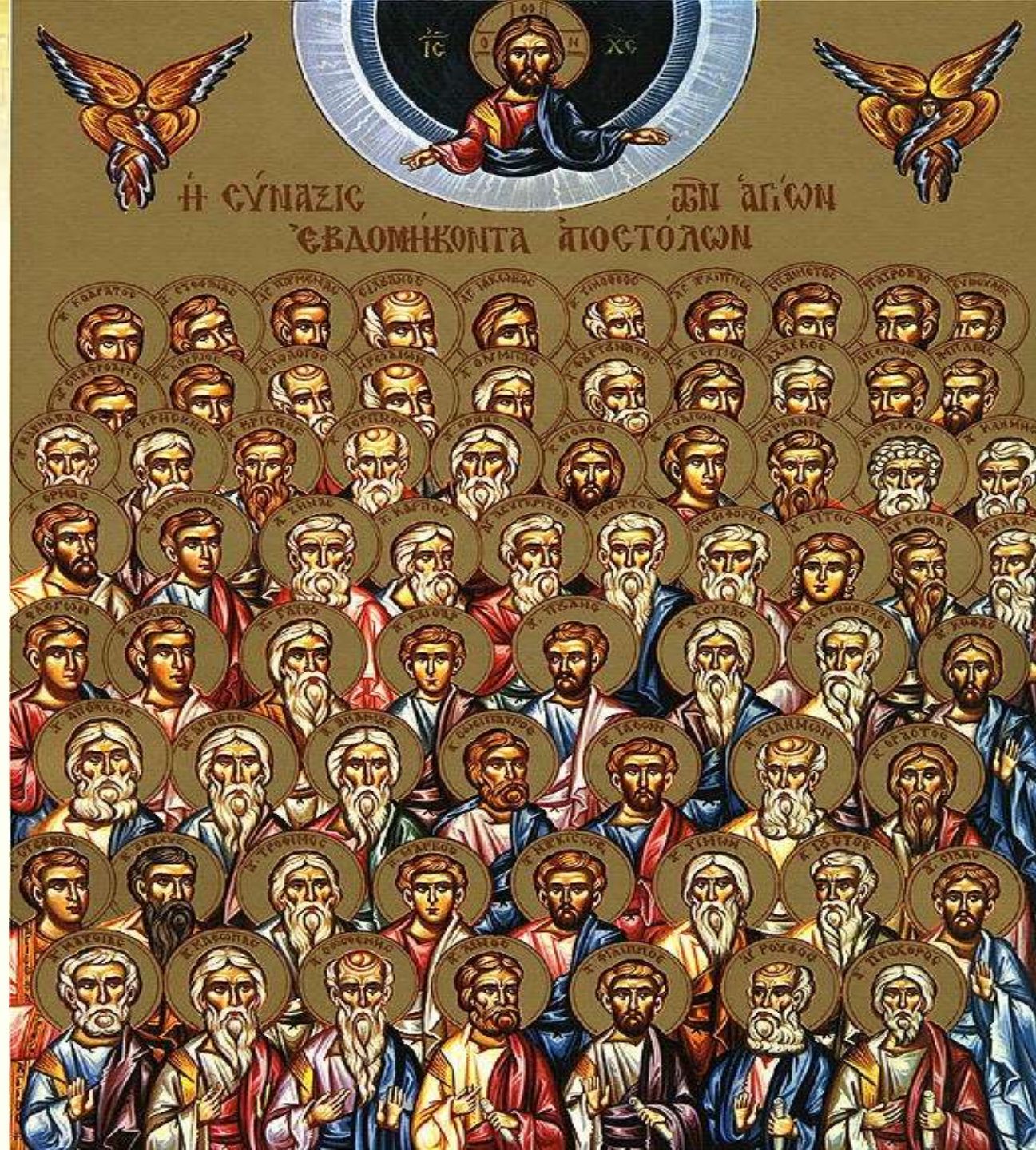


*You are the light
of the world.
A city set on a hill
cannot be hidden.*

Matthew 5:14

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

Luke 10:1





ZOE for Life!®

WHY Discovery

~~~~~

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

Proverbs 29:18

~~~~~

Bill Marianes & Nicholas Chakos



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