



**Bill Marianes**

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STEWARDSHIP  
CALLING



STEWARDSHIP  
CALLING

# WHY

are you here?

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



# WHY

are you here?



**Do you often  
feel like your  
stuck in a  
hamster  
wheel?**





**Is This The Way You Feel  
Sometimes (or always)?**





A large group of Orthodox priests in a procession, led by a high-ranking cleric in ornate vestments holding a processional cross. The scene is set in a grand, stone-walled hall with a high, vaulted ceiling. The lighting is dramatic, with a bright light source at the far end of the hall, creating a strong silhouette effect and highlighting the textures of the robes and the intricate details of the vestments. The priests are dressed in dark, heavy robes with ornate, gold-embroidered borders and sashes. The central figure, likely a bishop or patriarch, wears a white and gold mitre and a highly decorated, gold-embroidered chiton. He holds a large, ornate processional cross in his right hand. The other priests follow in a long, single-file line, their faces serious and focused. The overall atmosphere is one of solemnity and grandeur.

What If This Could Be You  
and Your Parishioners?

# Who's trying to help you?



So, who's "helping" you today?





# So, who's "helping" you today?



# A journey ...

*... 450,000+ airlines miles over 25+ years*

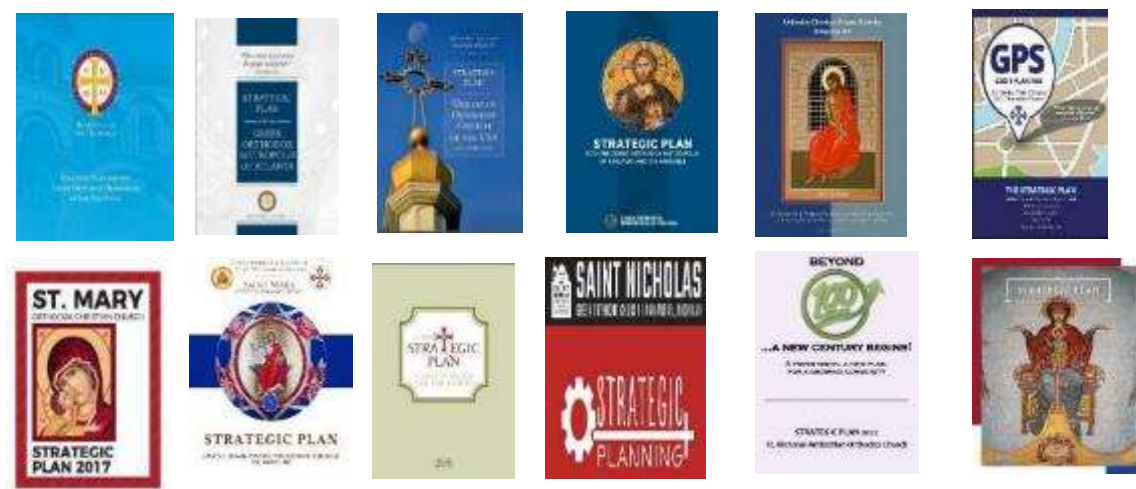
*...presentations to over 650+ Parishes of  
all Orthodox jurisdictions*

*...a financial stewardship analysis for  
over 275+ Parishes*





# Stewardship Calling has completed Strategic Plans for **over 26% of Orthodox Christians**



GOA Metropolis of San Francisco  
Ukrainian Orthodox Church of the USA  
GOA Metropolis of Atlanta  
OCA Diocese of New England  
GOA Metropolis of Chicago  
OCA Diocese of Midwest  
Sts. Mark, Mary, Philopater Coptic (Troy, MI)  
Annunciation Cathedral (Atlanta, GA)  
Sts. Raphael, Nicholas & Irene (Cumming, GA)  
Dormition of the Theotokos – (Sommerville, MA)  
Orthodox Christian Prison Ministry

St. John The Divine (Jacksonville FL)  
St. Mary (Wichita, KS)  
St. John The Baptist (Beaverton, OR)  
St. Nicholas (Ann Arbor, MI)  
St. Nicholas (Grand Rapids, MI)  
Holy Trinity (Grand Rapids, MI)  
St Nicholas (Lexington, MA)  
St. Demetrius (Warren, OH)  
St. Raphael (Iowa City, IA)  
St. Sophia (Jefferson, PA)  
St. Demetrius (Saginaw, MI)  
Holy Trinity (Indianapolis, IN)  
St. Luke (E. Longmeadow, MA)  
Holy Trinity (Concord, NH)  
Christ the Saviour (Harrisburg, PA)

(Many more currently in progress)





[Stewardship  
Calling.com](https://stewardshipcalling.com)

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

**Strategic  
Planning**

**Scroll down  
to St.  
Raphael –  
Iowa City**

WHY? STEWARDSHIP STRATEGIC PLANNING BIBLE RADIO & PODCASTS KEYNOTES & LEADERSHIP RESOURCES

PERSONAL

BOSTON METROPOLIS – THRIVING CONGREGATIONS TRAINING PROGRAMS ON PARISH STRATEGIC PLANNING

SAMPLE S.M.A.R.T GOAL & ACTION PLANS

METROPOLIS OF BOSTON – FOUR PARISH STRATEGIC PLAN

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WARREN, OH – ST DEMETRIOS STRATEGIC PLAN

SAINTS RAPHAEL, NICHOLAS & IRENE – CUMMING, GA

ST. RAPHAEL – IOWA CITY

CHRIST THE SAVIOUR – HARRISBURG, PA

St. Raphael – Iowa City

Below is the Powerpoint offered to the entire community December 17, 2023 to solicit their perceptions, Strengths, Weaknesses, Opportunities & Threats (SWOT) of the St

<https://stewardshipcalling.com/st-raphael-iowa-city/>





# How Fast Is Our World Changing?



**Exponentially!**



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



Pokémon GO - 19 days





~ 2.7 BILLION worldwide users

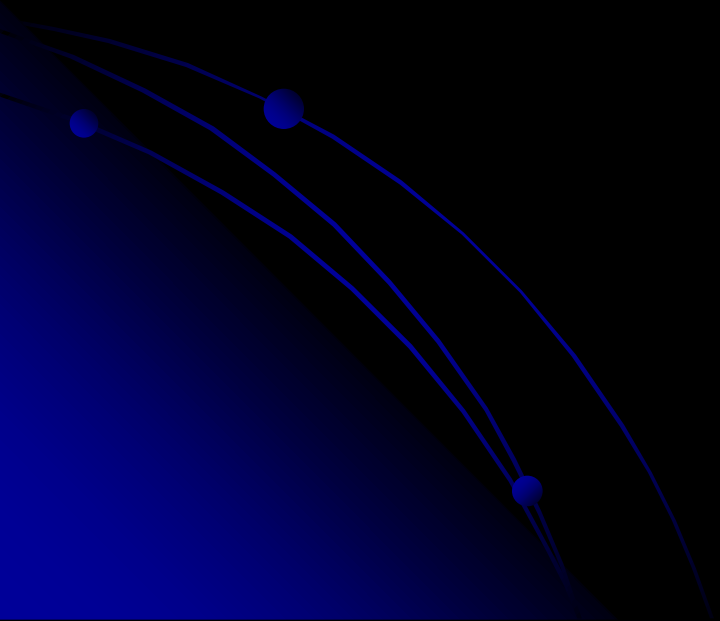
~ YouTube is the 2nd most visited site in the world

~ 8.3 hours of video is uploaded every second

(500 hours per minute)



We are living in exponential times...



**facebook** started 21 years ago  
in October 2003.

~ It now has over 3.07 Billion  
active monthly users.

~ This represents 56.33%  
of all internet users



If Facebook were a country . . .

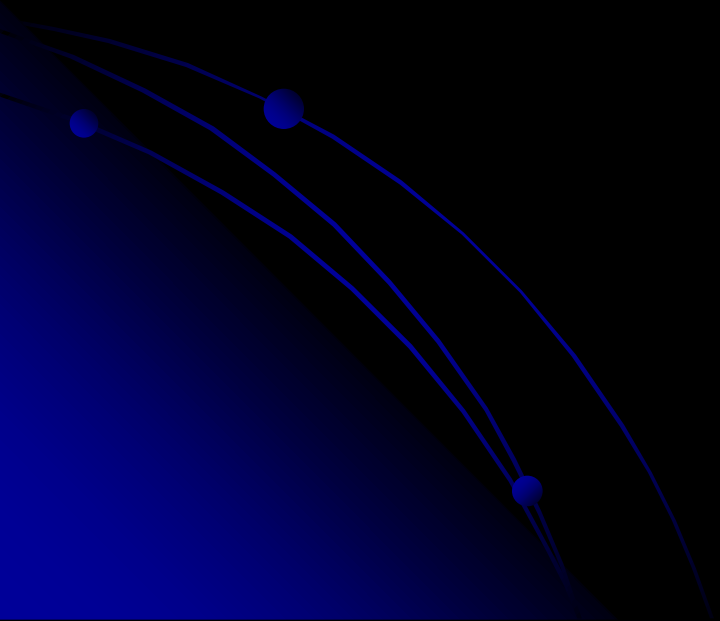


. . . it would be the largest country in the world

. . . MORE THAN TWICE the size of China and India, and 8.8 times bigger than the U.S.



We are living in exponential times...



~ 97% of American adults text.



~ Text messages have a 98% open rate versus only 20% for email.

~ 95% of all text messages are read in under 3 minutes.

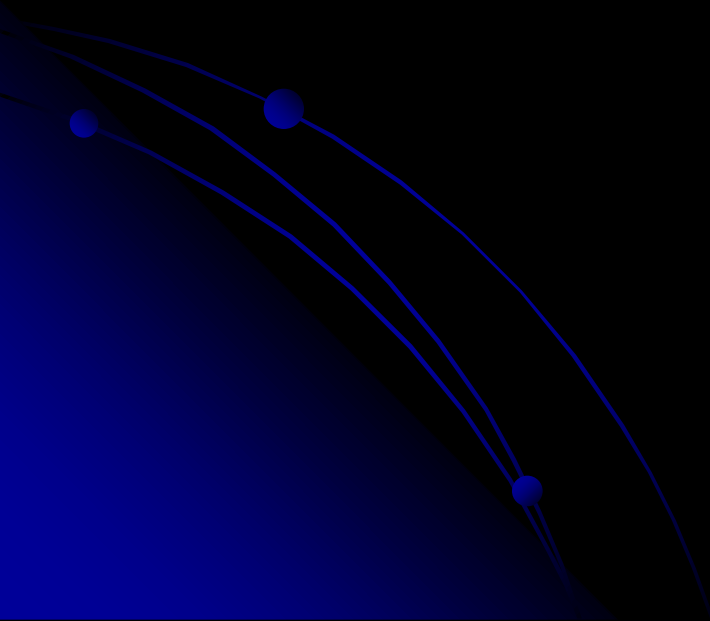


~ 13% of couples married in  
the U.S. in 2005 . . .  
. . .met online

~ By 2017, 39% of couples  
in the U.S. met online

We are living in exponential times...

So what does this mean for your  
Parish?





# Jack Welch

Chairman & CEO - General Electric



~ ~ ~ ~ ~

**“If the rate of change on the outside exceeds the rate of change on the inside, the end is near.”**

~ ~ ~ ~ ~

**“Change before you have to.”**







Leaders of a church will either be risk takers, or church caretakers who will eventually become its undertaker.



AUDIENCE PARTICIPATION TIME!

**What Is One Of The Single Biggest Challenge Facing Our Parish?**

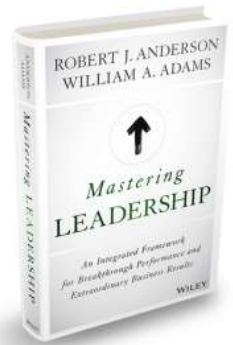
## Entropy

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

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

- ~ Everything in the universe moves from order to disorder, and Entropy measures that change
- ~ If you don't make positive changes, you will get negative changes

# Mastering Leadership<sup>1</sup>



The top 2 challenges identified in a survey by IBM of 1,500 CEOs was:

1. escalating complexity,
2. building the creative capacity in leadership to deal with it.

# We Live In A VUCAD World

**V**olatility

**U**ncertainty

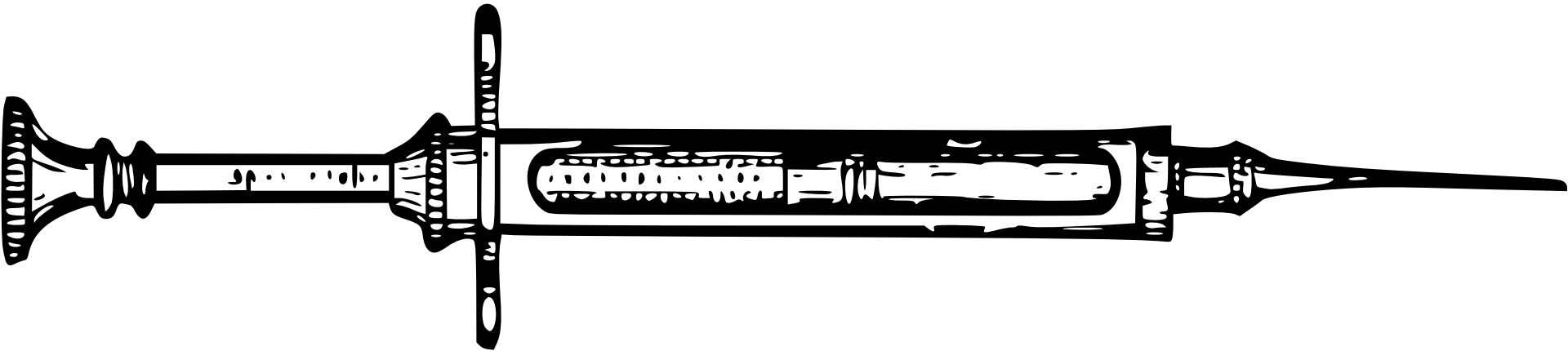
**C**omplexity

**A**mbiguity

**D**isruption



# The Anecdote for a VUCAD World





# 3 Critical Rules of Vision & Strategic Planning



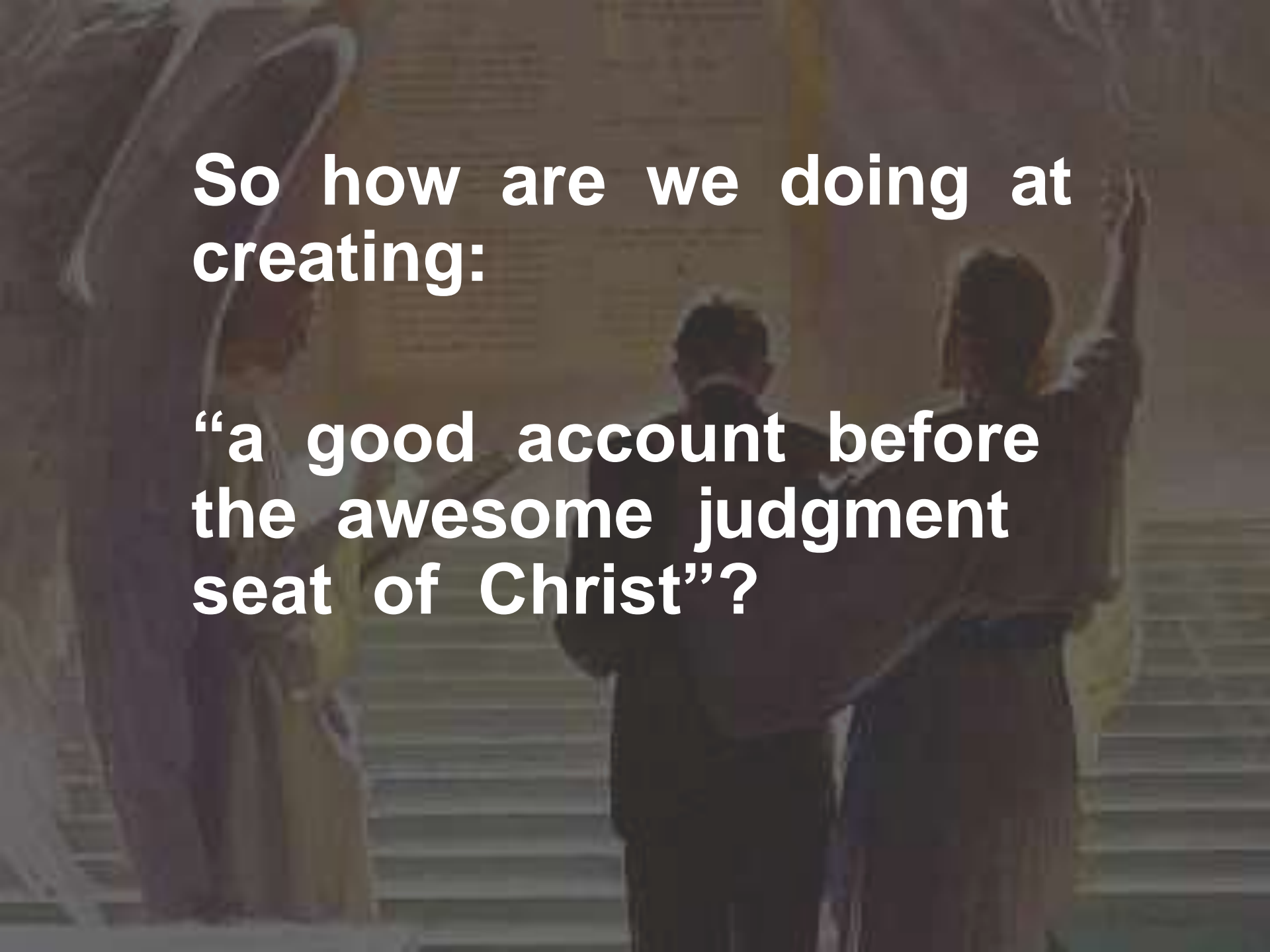
Date your Vision



Marry your Values & Mission



Die living your WHY



**So how are we doing at  
creating:**

**“a good account before  
the awesome judgment  
seat of Christ”?**

**IN GOD  
WE TRUST  
ALL OTHERS  
MUST BRING  
DATA**

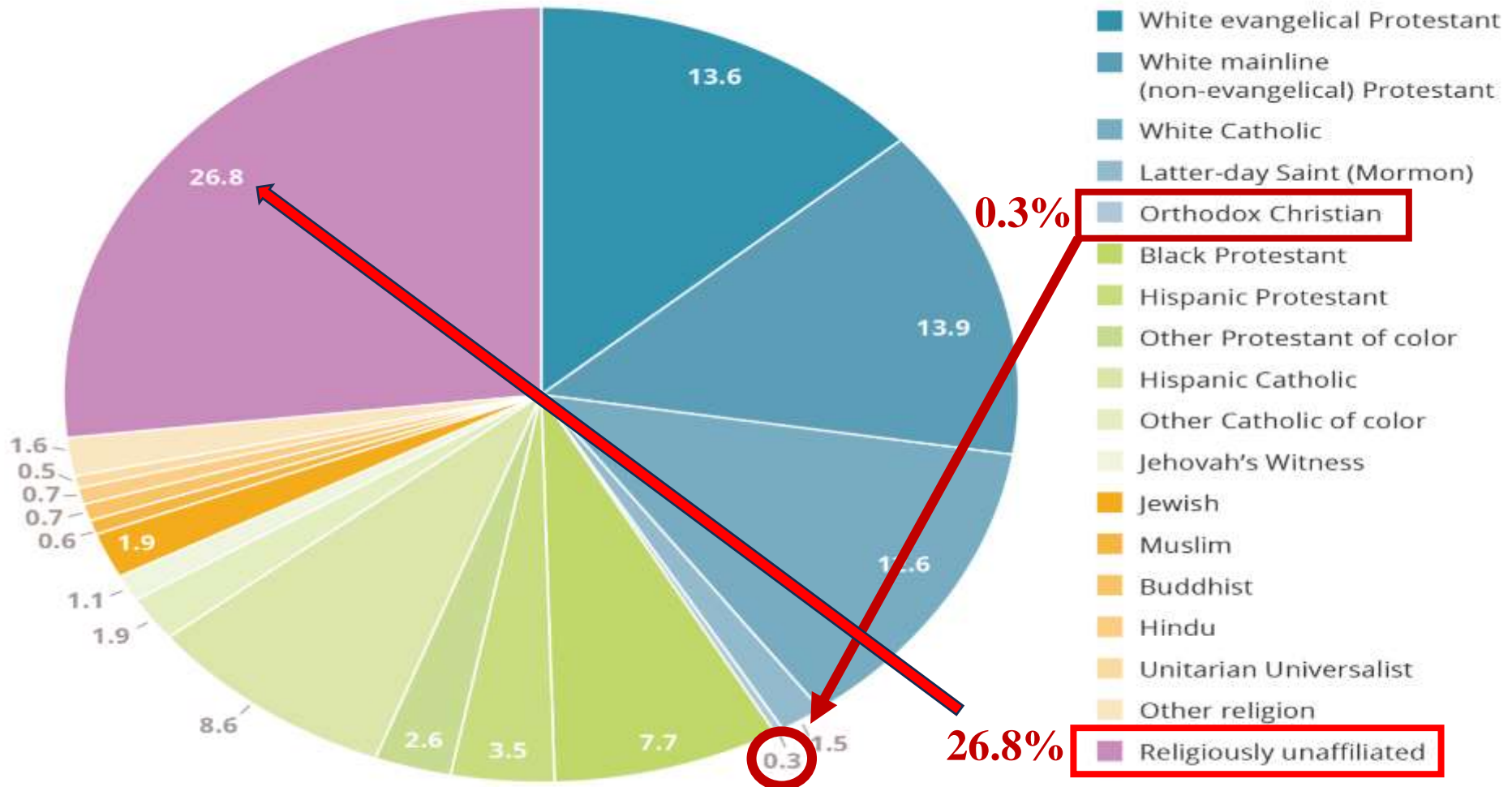
Setting  
the Stage  
With The  
Facts



# Orthodoxy – A Rounding Error In The American Christian Landscape

FIGURE 1. The American Religious Landscape in 2022

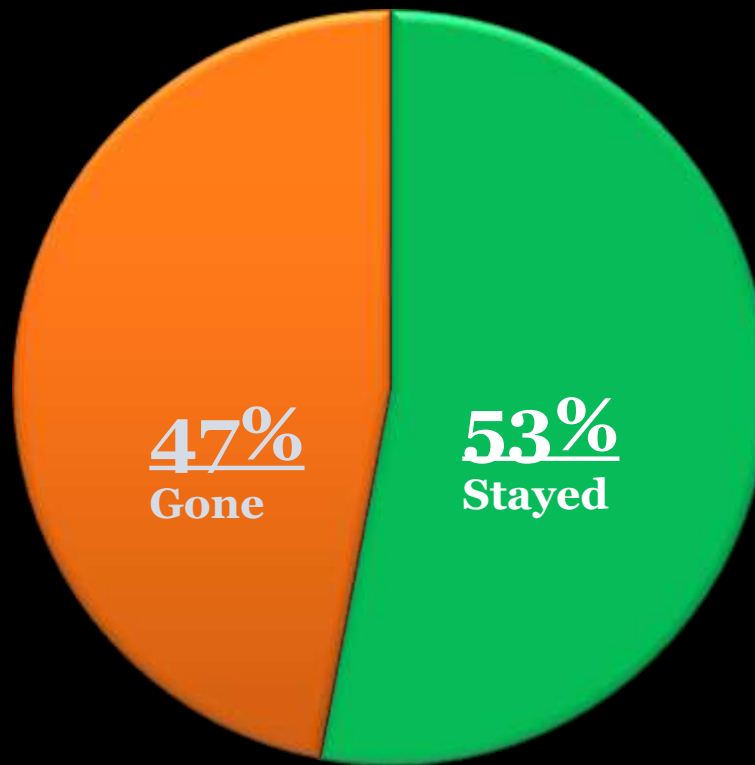
Percent who identify as:



Source: PRRI 2022 American Values Atlas.

0.5% 100 years ago

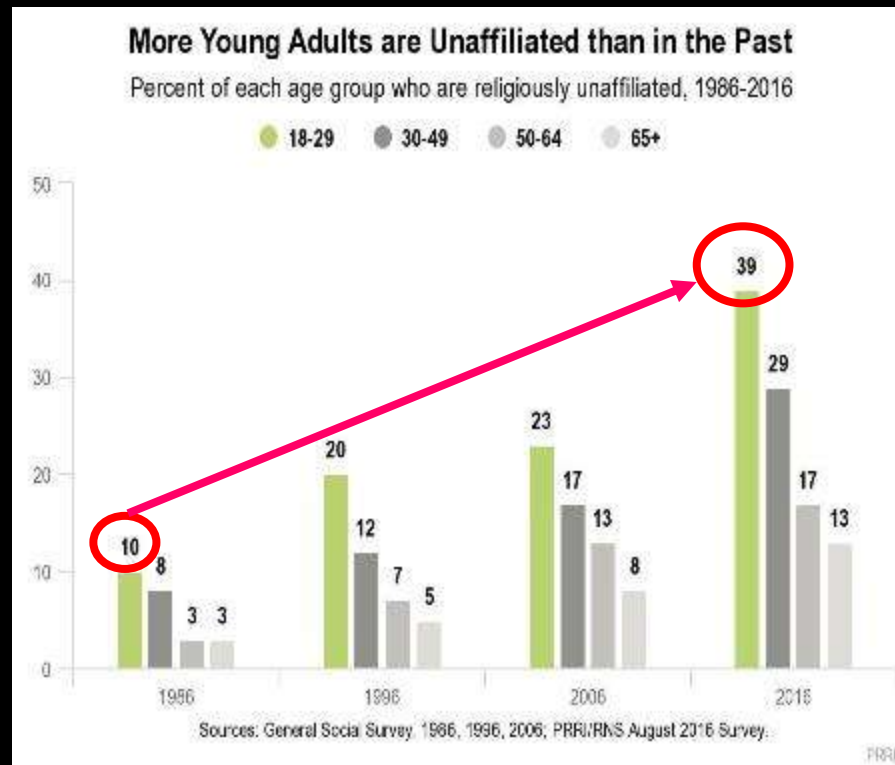
**47% of cradle Orthodox  
adults have left the Church<sup>1</sup>**



■ YES ■ NO

<sup>1</sup> 2015 U.S. Religious Landscape Study - Pew Research Center

# 39% of Millennials (1981-1996) are “NONES” and claim NO religion



# 64% of youth drop out of church in their 20s

**W**hen 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.

## INCREASE IN CHURCH DROPOUTS

Barna

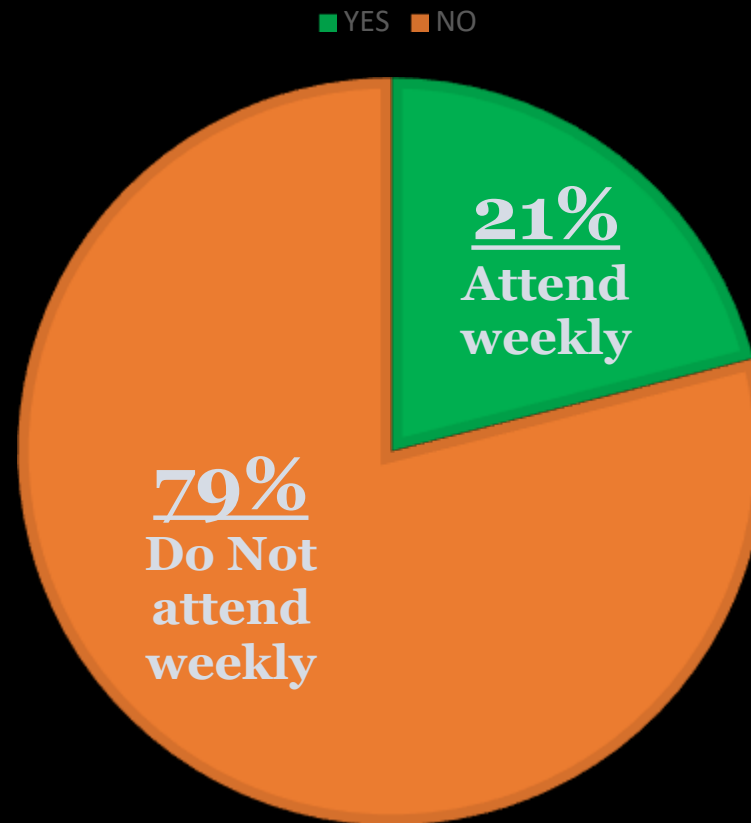


Church Dropouts

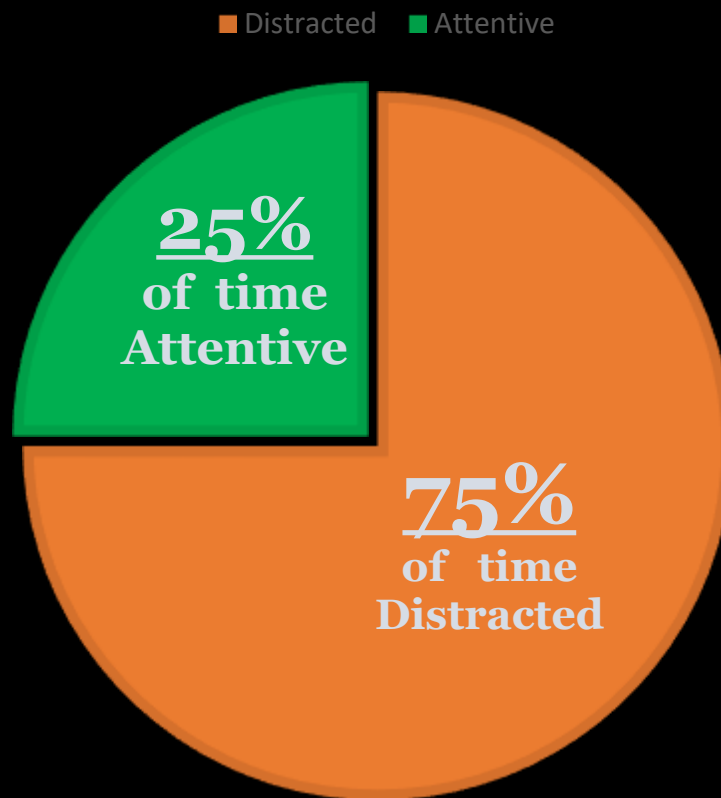




**21% of GOA adherents  
regularly attend church services.**



Our minds wander  $\approx$  75% of the time during church services.



# Who Owns The Problem?

---

**“Any time the majority of people behave a particular way the majority of the time, the people are not the problem. The problem is inherent in the system.**

**As a leader, you own responsibility for the system.**

**...if you find yourself blaming the people, you should look again.”**

---

**W. Edwards Deming  
(father of the Quality Movement)**



**WHY**  
**are you here?**

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



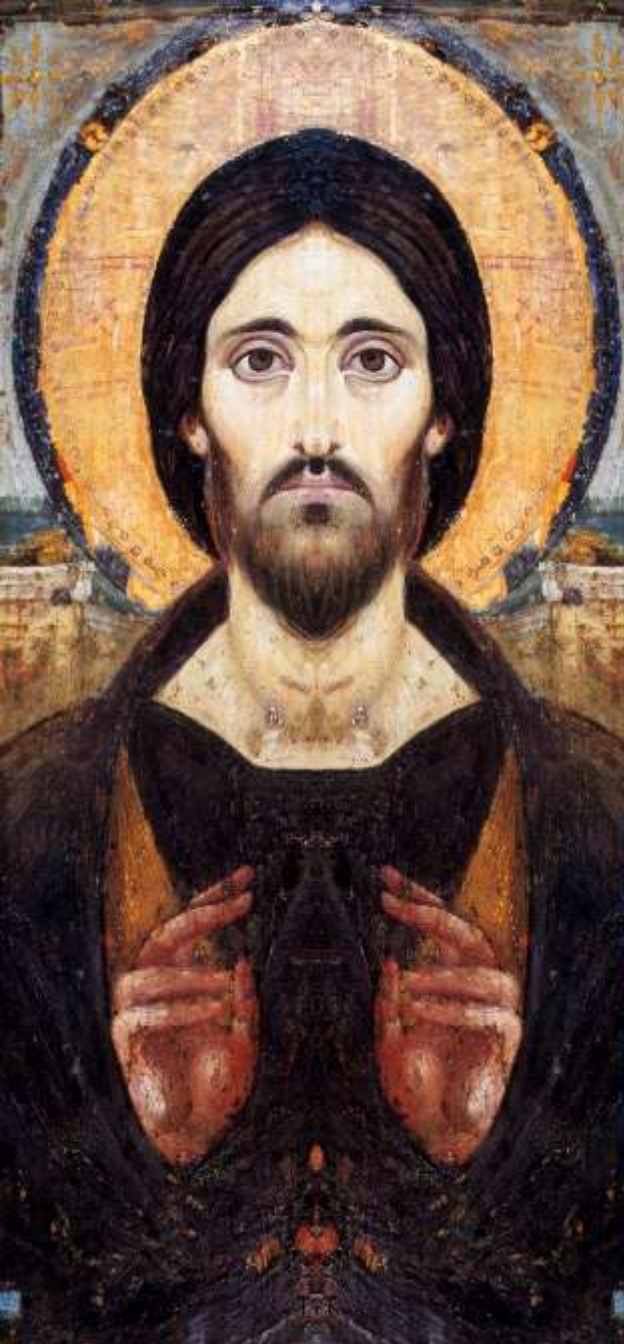


## Why?

“That the end of our lives may be Christian, without pain, blameless and peaceful, and for a good account at the awesome judgment seat of Christ.”

Orthodox Divine Liturgy  
II Corinthians 5:10





**Christ's  
possible  
very  
difficult  
question**





What did **you** do,  
for **My** church and **My** people,  
under **your** watch,  
given all of the gifts **I** gave **you** ?

## WHY Statement

Answers strategic planning question #1:

*Why are we here?*

~ An articulate, compelling and inspirational reason why our parish exists and why anyone should care, or want to join us.





# 3 Critical Rules of Vision & Strategic Planning



Date your Vision



Marry your Values & Mission



Die living your WHY

# A Statement of Why is Biblical





“Friends, WHY  
are you doing  
these things?”

Acts 14:15

Joey Asher's book  
Even A Geek Can  
Speak, included my  
1981 WHY  
Statement as a  
lawyer



**Elevator Pitch to Prospects**

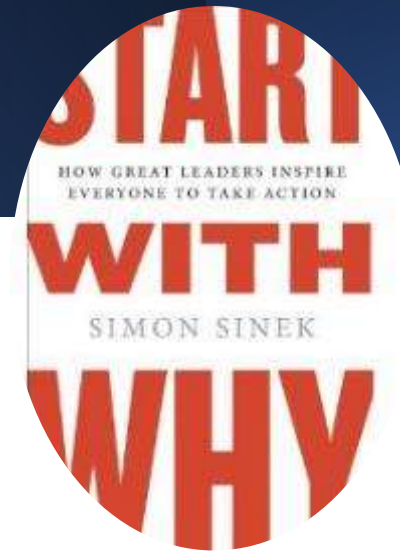
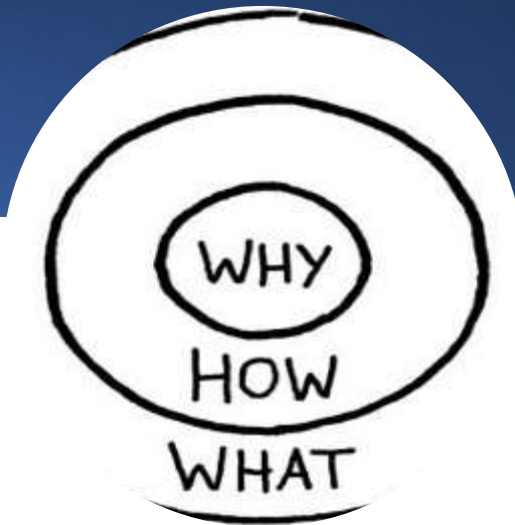
What is a sales prospect interested in? Solutions to problems. With that in mind, your elevator pitch to a sales prospect should highlight how your product serves or solves your client's problems.

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"*

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



**Over 54,212,375 views**

**[http://www.ted.com/talks/simon\\_sinek\\_how\\_great\\_leaders\\_inspire\\_action.html](http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action.html)**

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**“People don’t buy-in to what you do. They buy-in to why you do it.”**

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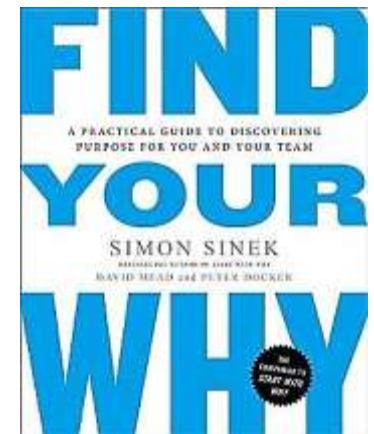
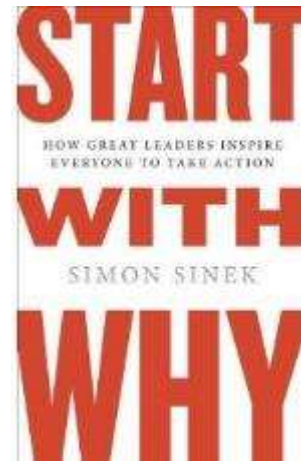
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**“But if you don’t know why you do what you do, how will you inspire anyone else to follow you?”**

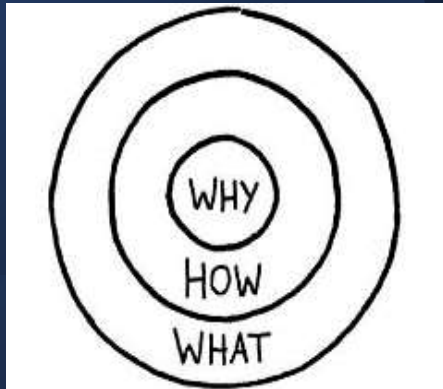
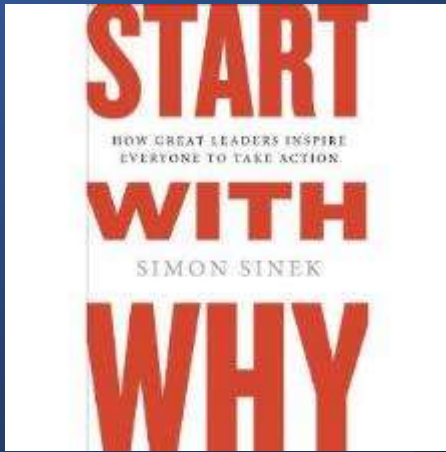
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**Simon Sinek**



# “There Are Leaders And There Are Those Who Lead”



~ “Leaders merely hold a title or position of power or influence.”

~ “Those who lead, inspire us to follow them.”

~ “We follow those who lead, not for them, but for ourselves.”



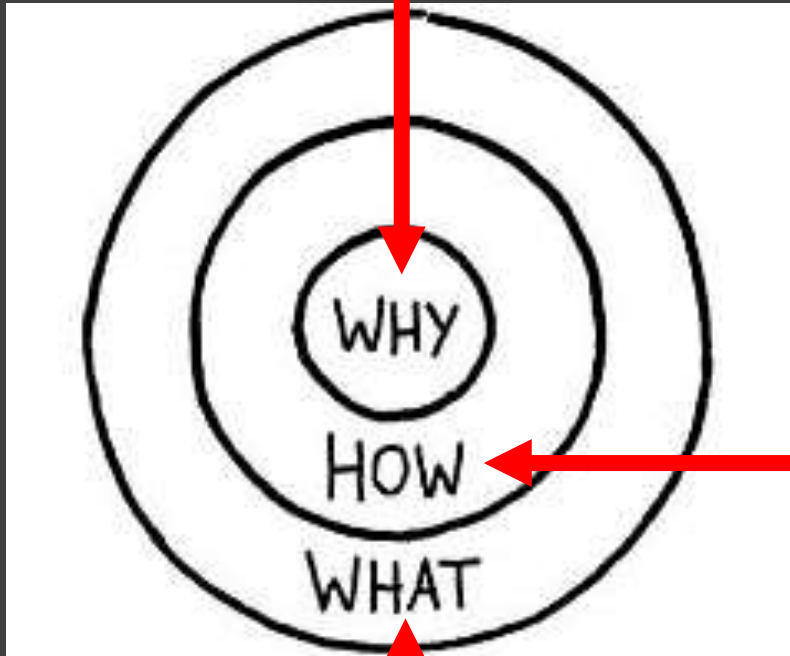


**“The goal is not to attract people who need what you have. The goal is to attract people who believe what you believe.”**

## WHY

Why do we exist and do what we do?

The intersection of WHY with Strategic Planning



## Vision / SAFs

Where are we going and how will we get there?

## Mission

What do we do?

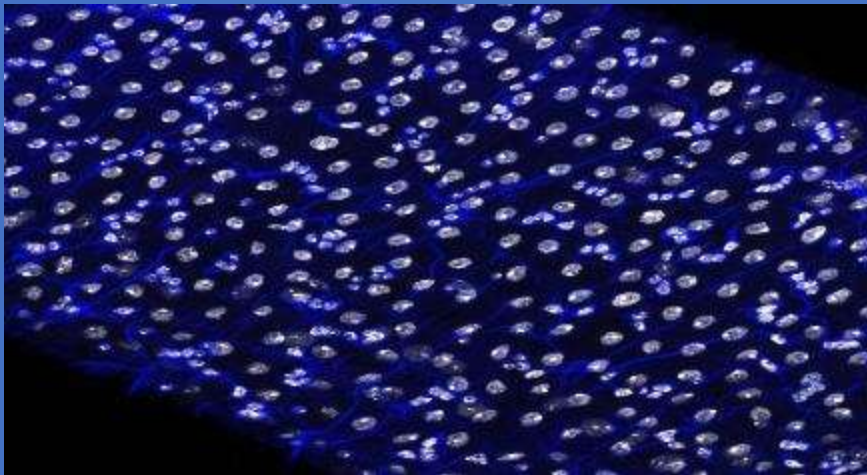


# Your Second Brain<sup>1</sup>

*“The 2nd brain informs our state of mind...”*

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

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



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

<sup>2</sup> 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)



# 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 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)



# Start With WHY?



- ~ **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**



# 2 Parts to a Why Statement

---

**TO = the contribution**

**SO THAT = the impact**

---



To inspire people to  
do the things that  
inspire them

so that together, we  
can change our  
world.



Simon Sinek's WHY?

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.”

(II Corinthians 5:10)



Bill's Stewardship  
Calling WHY?



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



**McGuireWoods**

**ATLANTA**

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





**To love one another  
through Christ and inspire  
a joyous life with purpose.**



Welcome!  
To Sts. RNI Greek Orthodox Church

## WHY Statement

**To welcome all on a  
transformational journey to  
a life of purpose and  
salvation.**



# CHRIST THE SAVIOUR ORTHODOX CHURCH HARRISBURG, PENNSYLVANIA

**To experience and share  
Christ's love so that everyone  
we encounter finds healing,  
purpose, and eternal life.**



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.**

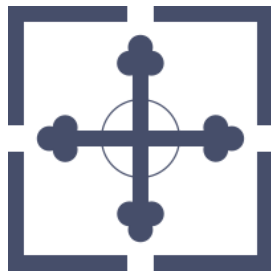




**SAINT NICHOLAS**  
GREEK ORTHODOX CHURCH | ANN ARBOR, MICHIGAN

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

**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 be a warm caring Christian environment so that faith, service and community thrive.**
- ~ 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 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 and peace.**

A group of five business professionals (three women and two men) are gathered around a red circular table in a meeting room. They are dressed in dark business suits. The scene is captured in a dramatic, slightly overexposed style. The individuals exhibit various expressions and gestures: one woman on the left is pointing her finger, another woman in the center is leaning forward with her hand on the table, a man in the background has his hand on a woman's shoulder, and a man on the right is pointing towards the center. The overall atmosphere suggests a tense or contentious meeting. The word "Consensus" is overlaid in large, white, sans-serif font across the middle of the image, underlined.

# Consensus

# Consensus

A group of business professionals in a meeting, with text overlaid on a dark background. The image shows several people in business attire, some standing and some sitting, engaged in discussion. The background is dark, and the text is white and bold.

- ~ Seek the “common mind” through respectful dialogue
- ~ An agreement everyone can “live with” (even if it is not their first choice)
- ~ Consensus is achieved once:
  - (a) the discussion has been full and fair
  - (b) everyone can live with the modified proposal

**Draft your proposed St. Raphael  
Why Statement and email it to:  
[billmarianes@gmail.com](mailto:billmarianes@gmail.com) by**

**November 14th**

**The parish's CONTRIBUTION  
("to") and its IMPACT ("so that")**



# **Join us on November 15, 2024 ZOOM to finalize St. Raphael WHY Statement at 6:00 p.m. Central**



**Join Zoom Meeting**

**<https://us02web.zoom.us/j/82183442900?pwd=0olXqErH1Igg6B6QZfaFpMuJI4bhKE.1>**

**Meeting ID: 821 8344 2900**

**Passcode: 392135**

**One tap mobile**

**+16465588656,,82183442900#,,,,\*392135# US (New York)**

**+16469313860,,82183442900#,,,,\*392135# US**



[Stewardship  
Calling.com](https://stewardshipcalling.com)

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

**Strategic  
Planning**

WHY? STEWARDSHIP STRATEGIC PLANNING VIDEO & AUDIO RADIO & PODCASTS KEYNOTES & LEADERSHIP RESOURCES

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SAINTS RAPHAEL, NICHOLAS & IRENE – CUMMING, GA

ST. RAPHAEL – IOWA CITY

CHRIST THE SAVIOUR – HARRISBURG, PA

St. Raphael – Iowa City

Below is the Power...

to solicit their per...

offered to the entire community December 17, 2023

Weaknesses, Opportunities & Threats (SWOT) of the St

**Scroll down  
to St.  
Raphael –  
Iowa City**

**<https://stewardshipcalling.com/st-raphael-iowa-city/>**

**Email your draft Parish WHY Statement**  
**(by no later than)**

**November**  
**14th**

**billmarianes@gmail.com**



**Bill Marianes**

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

[billmarianes@gmail.com](mailto:billmarianes@gmail.com)



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