



***Vision &
Strategic
Planning -
WHY
Discovery
Part 1***



Dr. Bill Marianes





Stewardship Calling

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

Strategic Planning

Scroll down to Holy Orthodox Church of Uganda page

WHY?	STEWARDSHIP	STRATEGIC PLANNING	INTERNET RADIO & PODCASTS	KEYNOTES & LEADERSHIP	RESOURCES
PERSONAL		ST. SOPHIA UKRAINIAN SEMINARY			
		HOLY ORTHODOX CHURCH OF UGANDA			
THE HOLY		BOSTON METROPOLIS – THRIVING CONGREGATIONS TRAINING PROGRAMS ON PARISH STRATEGIC PLANNING		CHURCH OF UGANDA	
		SAMPLE S.M.A.R.T GOAL & ACTION PLANS			
Holy Orthodox Church		METROPOLIS OF BOSTON – FOUR PARISH STRATEGIC PLAN			
By the grace of God transformational and under the inspired being coordinated Strategic Planning Planning Team can		ST. SOPHIA JEFFERSON, PA STRATEGIC PLAN			Orthodox Church in Uganda is undertaking a strategic planning process. This incredible work is in the presence of His Eminence Metropolitan Jeronimos Muzeeyi, and is coordinated by Fr. Michael Masi. A dedicated team of senior leaders will form the Strategic Planning Team work of our very diverse and extensive Strategic Planning Team can
		WARREN, OH – ST DEMETRIOS STRATEGIC PLAN			
		SAINTS RAPHAEL, NICHOLAS & IRENE – CUMMING, GA			

<https://stewardshipcalling.com/orthodox-church-of-uganda/>

WHY

are you here?

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

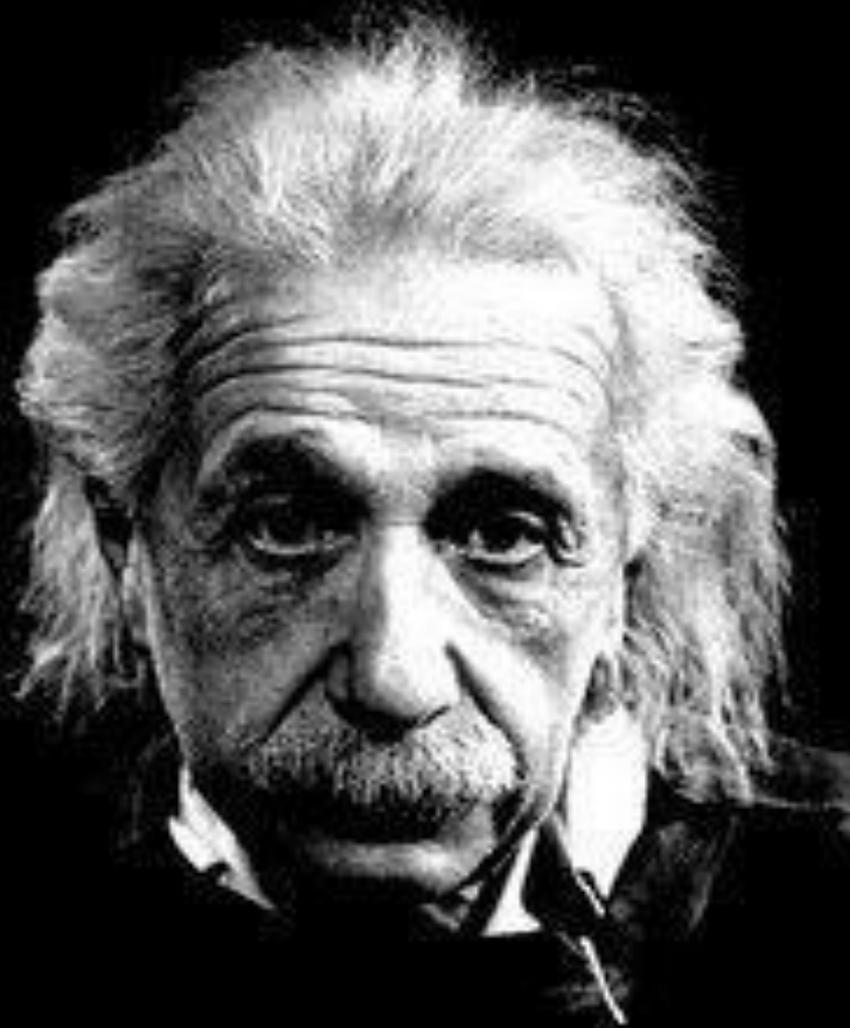


WHY

are you here?



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



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





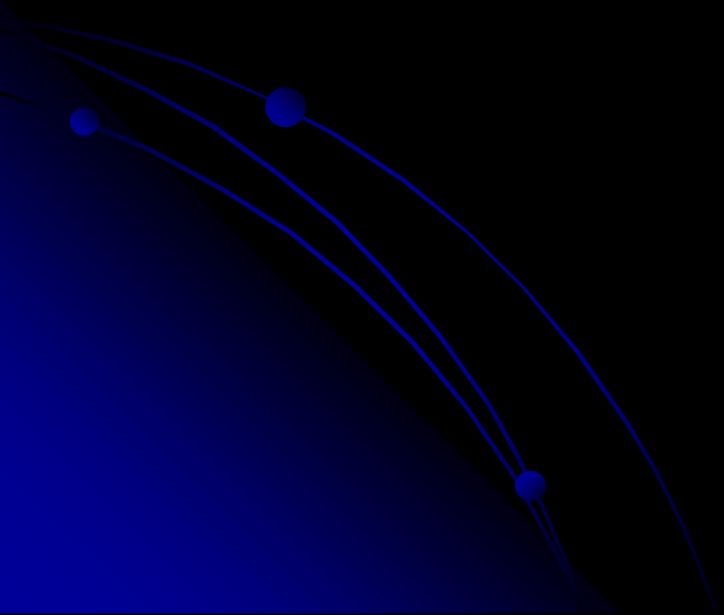
~ 2.7 BILLION worldwide users

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

~ 8.3 hours of video is uploaded every second

(500 hours per minute)

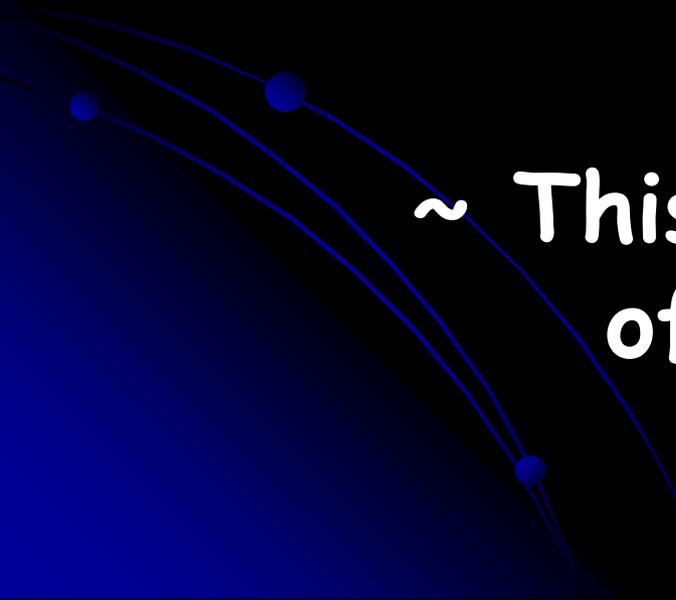
We are living in exponential times...



facebook. started 22 years ago
in October 2003.

~ It now has over 3.07 Billion
active monthly users.

~ This represents 56.33%
of all internet users



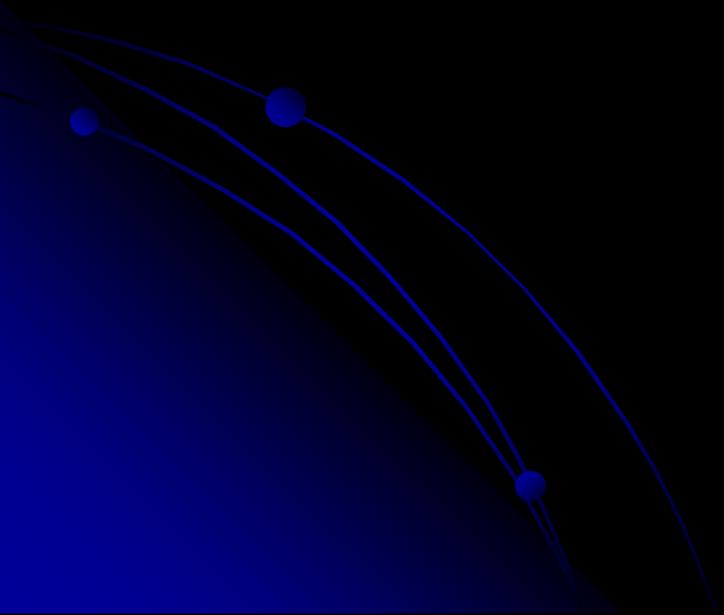
If Facebook were a country . . .



. . . 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...



~ In 2000, there were 127,000 cellular subscriptions in Uganda.

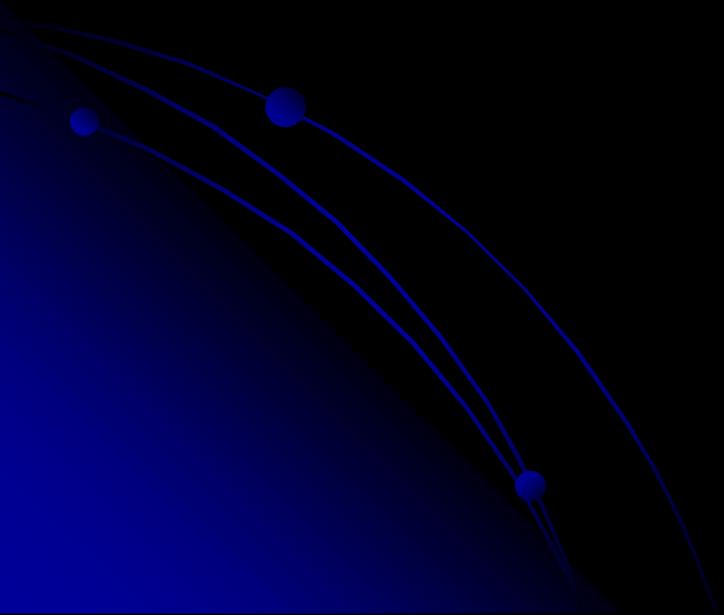
~ In 2023, there 42.1 Million cell subscriptions.

~ A 330,177% increase in only 23 years

~ 94% of Ugandans can receive text messages



We are living in exponential times...





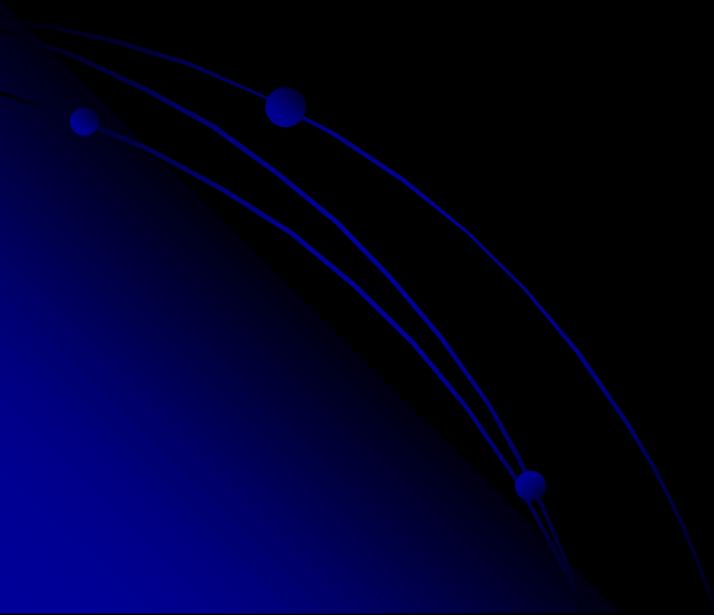
~ Uganda's population growth rate is 2.9% (8th highest globally)



~ 48% of Uganda's population is under 15 with a median age of 16.

We are living in exponential times...

So what does this mean for the
Ugandan Orthodox church?





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 Church?

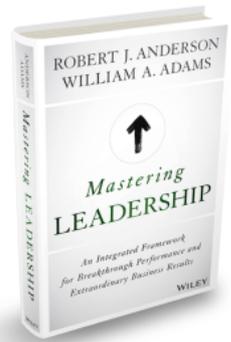
Entropy

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

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

- ~ 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 Leadership¹



The top 2 challenges identified in a survey 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

Volatility

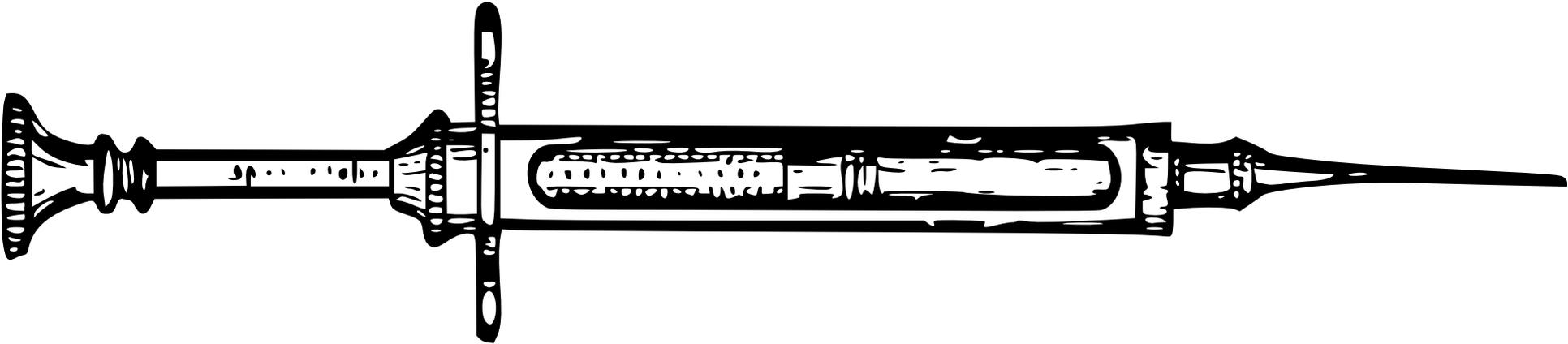
Uncertainty

Complexity

Ambiguity

Disruption

The Anecdote for a VUCAD World



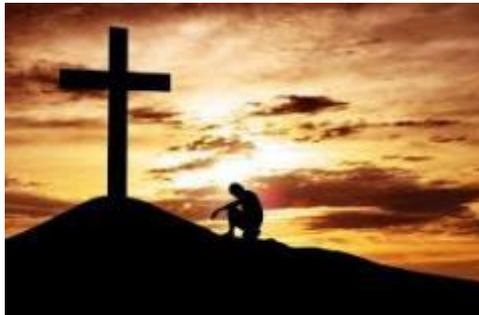
3 Critical Rules of Vision & Strategic Planning



Date your Vision



Marry your Values & Mission

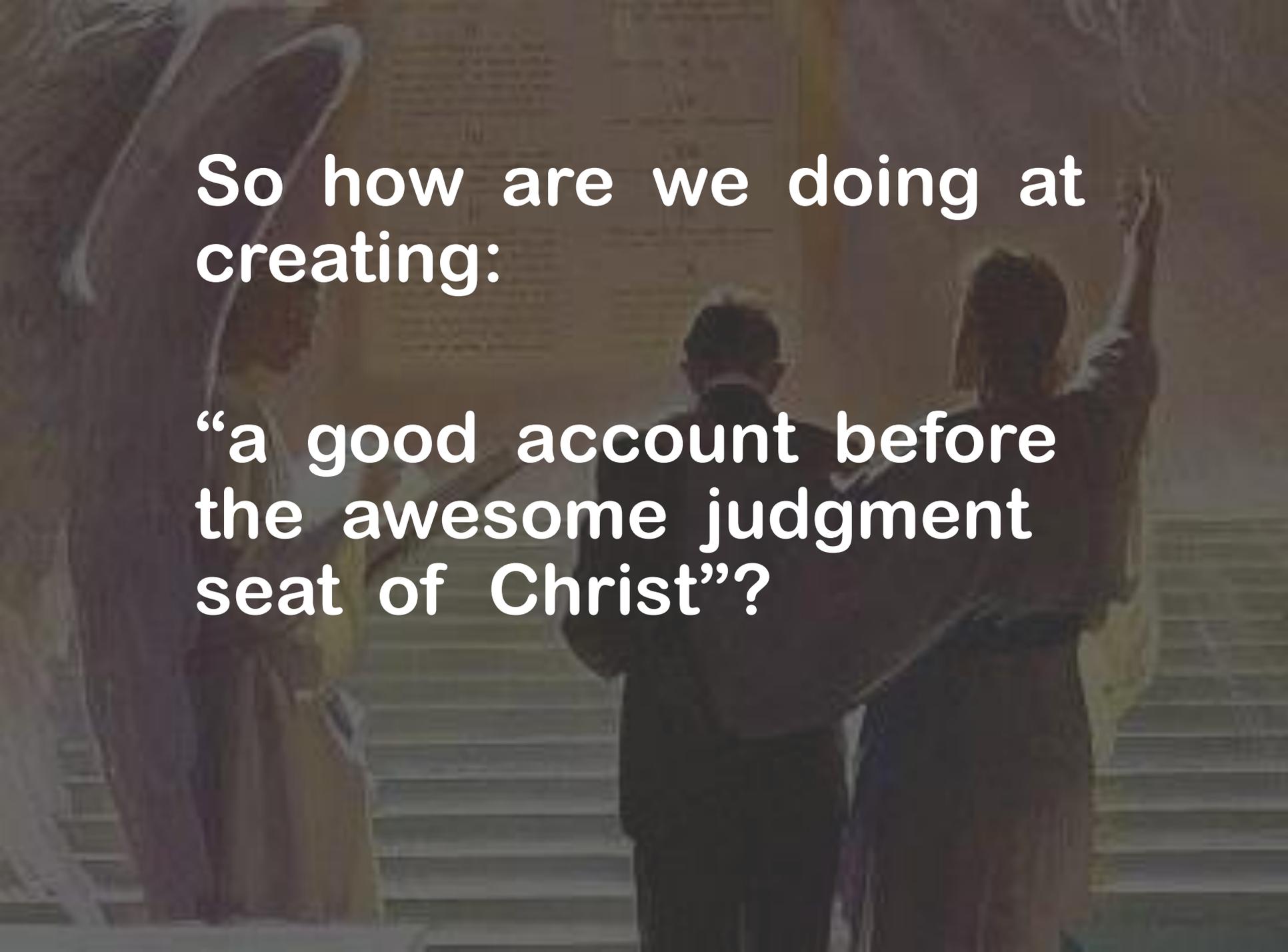


Die living your WHY



***“...and for
good account
before the
awesome
judgment seat
of Christ.”***

II Corinthians 5:10
Orthodox Divine Liturgy



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

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

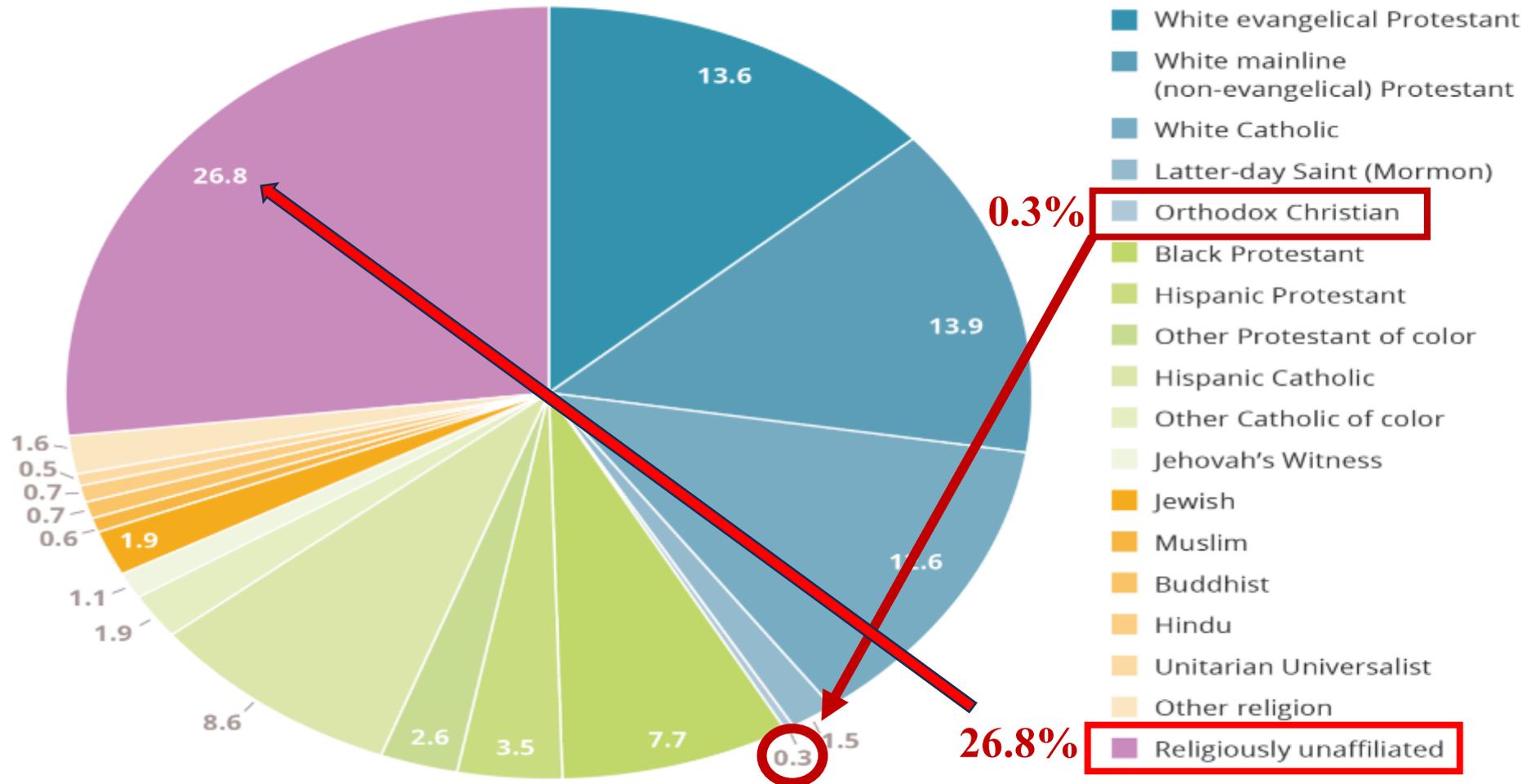
**IN GOD
WE TRUST
ALL OTHERS
MUST BRING
DATA**

**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

2024 Ugandan Religious Census Composition



	<u>2024</u>	<u>2020</u>
•Roman Catholic:	37.4%	39%
•Anglican / Church of Uganda:	30.0%	32%
•Pentecostal / Evangelical:	14.7%	11%
•Seventh-day Adventist:	2.0%	1.7%
•Eastern Orthodox Christian:	0.1%	>0.1%
•Other Christian:	0.2%	0.4%

Christians comprise 81.8% of Uganda's population in 2024

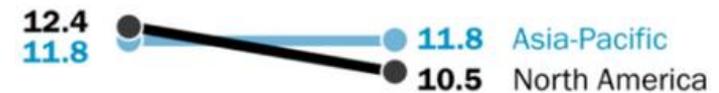
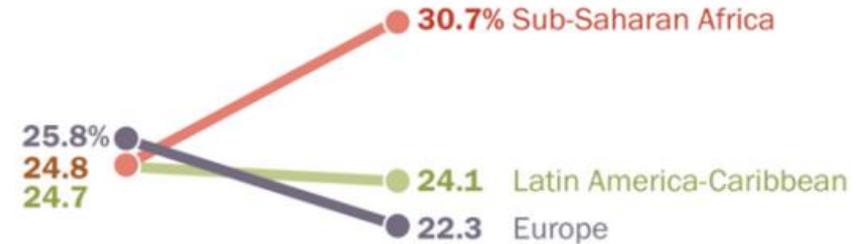
2024 Ugandan Religious Census Composition

- ~ Approximately 300,000 to 400,000 Ugandans claim to be Orthodox**
- ~ Roughly 66% of Uganda's population or about 47.7 million people attend church weekly**

**You Are
Where It Is
Happening!**

Sub-Saharan Africa has surpassed Europe to become the region where the most Christians live

Share of the world's Christians living in each region in 2010 and 2020



Note: Figures may not add to 100% due to rounding.

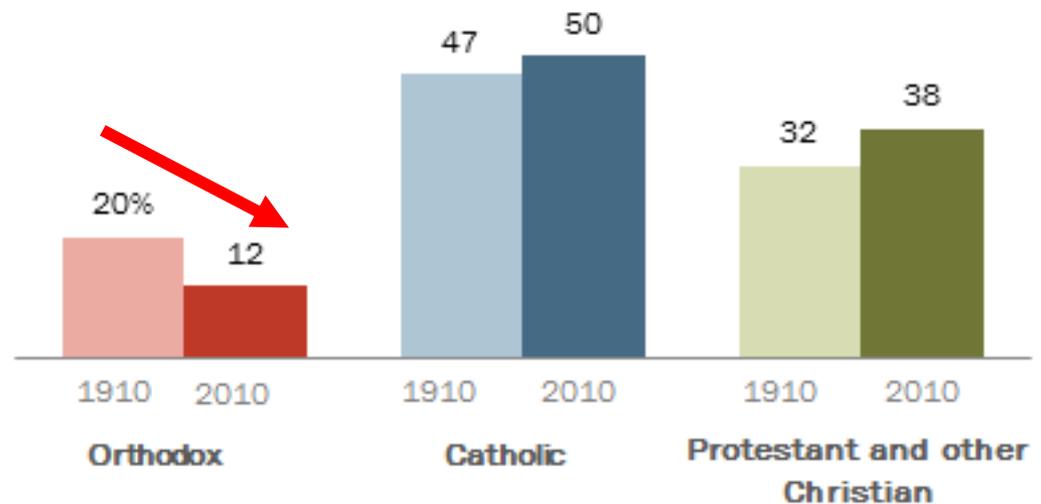
Source: Pew Research Center estimates based on more than 2,700 censuses and surveys.

"How the Global Religious Landscape Changed From 2010 to 2020"

Globally, Orthodoxy is Declining Compared to other Faiths

**Among Christians globally, Orthodox share falling,
Catholic, Protestant shares increasing**

% of world Christians who are ...



Note: "Protestants and other Christians" includes Mormons, Jehovah's Witnesses, Christian Scientists and other small Christian groups.

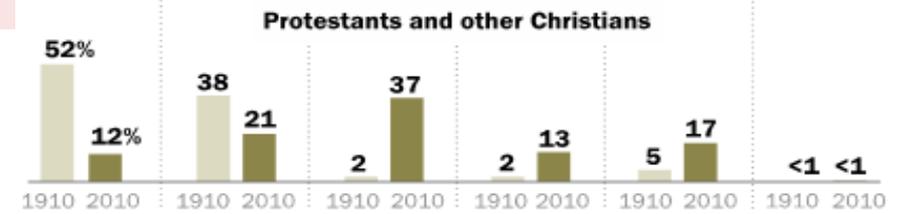
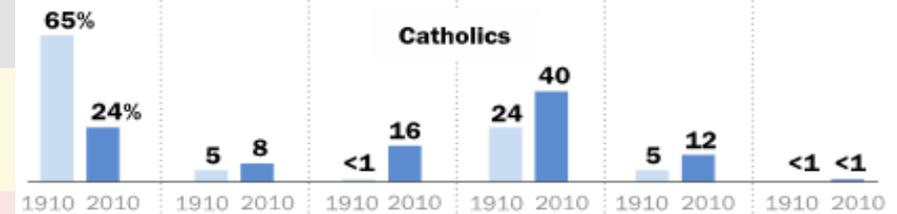
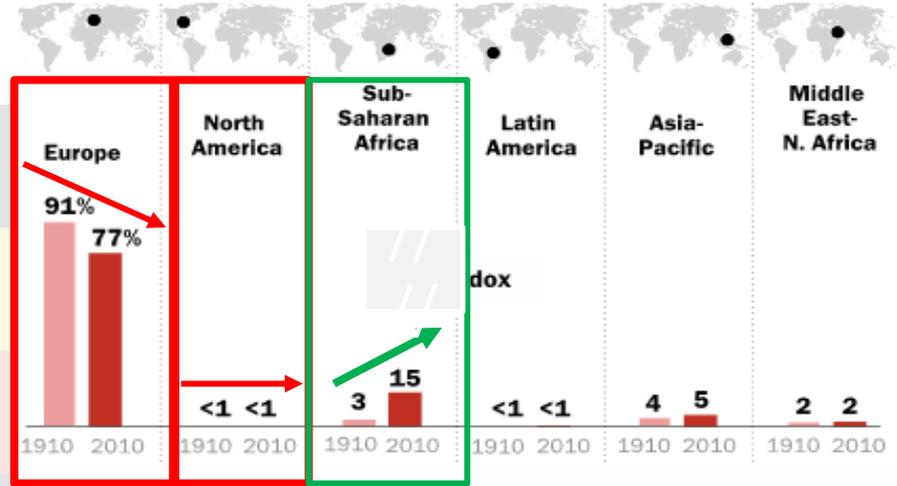
Source: 1910 data from World Religion Database. 2010 data from Pew Research Center analysis of censuses and surveys, originally published in 2011 report "Global Christianity." "Orthodox Christianity in the 21st Century"

PEW RESEARCH CENTER

You Are Where Orthodoxy is Growing

A century ago, all three major branches of Christianity were concentrated in Europe. That is still the case for Orthodox Christians, but not Protestants and Catholics

% of each group living in each region, 1910 and 2010



Note: "Protestants and other Christians" includes Mormons, Jehovah's Witnesses, Christian Scientists and other small Christian groups.
 Source: 1910 data from World Religion Database. 2010 data from Pew Research Center analysis of censuses and surveys, originally published in 2011 report "Global Christianity." "Orthodox Christianity in the 21st Century"



WHY

are you here?

WHY

WHY Statement

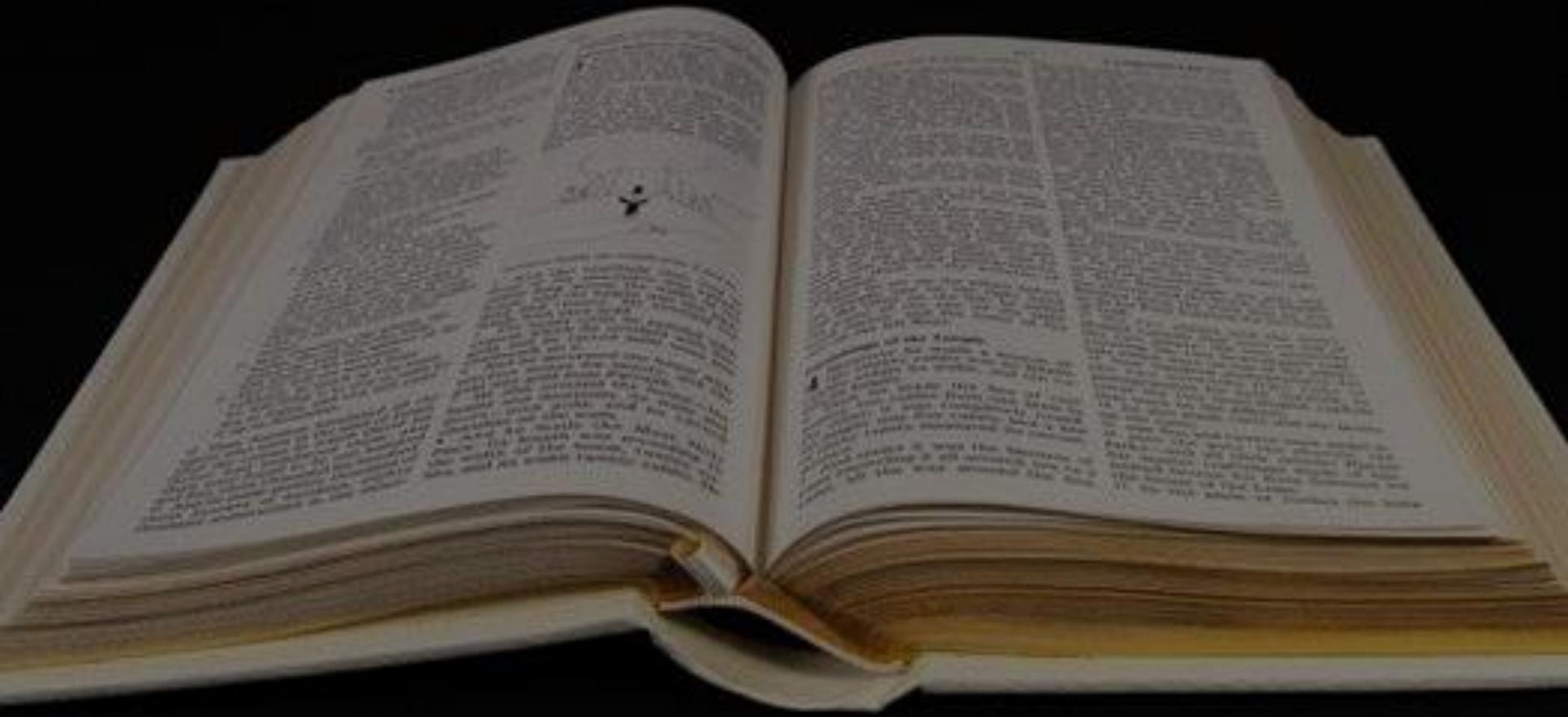
Answers strategic planning question #1:

Why are we here?

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



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

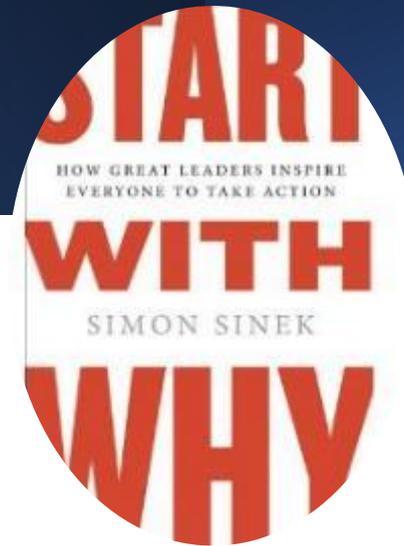
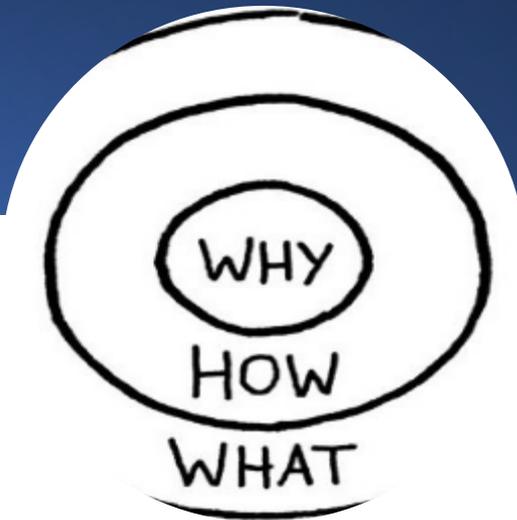
What is a sales prospect interested in? Solutions to problems. With that in mind, your elevator pitch to a sales prospect should highlight how your product serves or solves your client's problems.

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

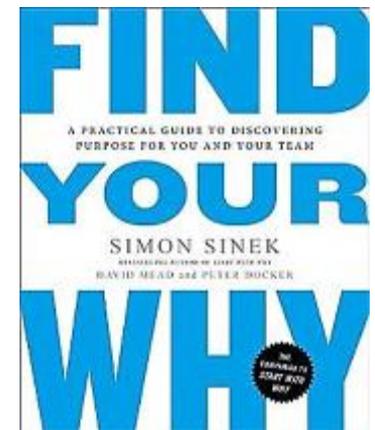
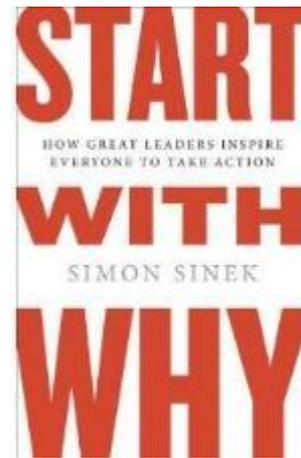
http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action.html

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

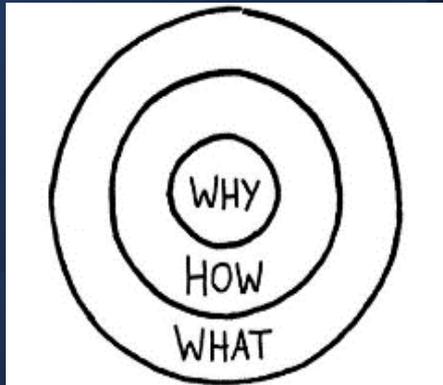
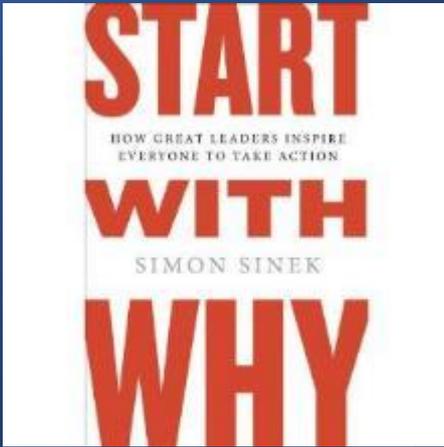
“But if you don’t know why you do what you do, how will you inspire anyone else to follow you?”



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.”

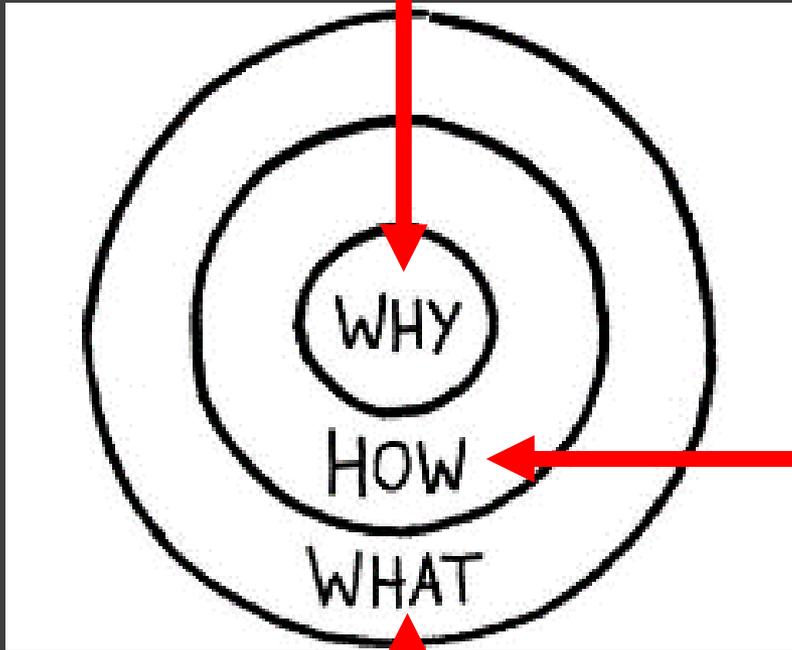


“The goal is not to attract people who need what you have. The goal is to attract people who believe what you believe.”

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

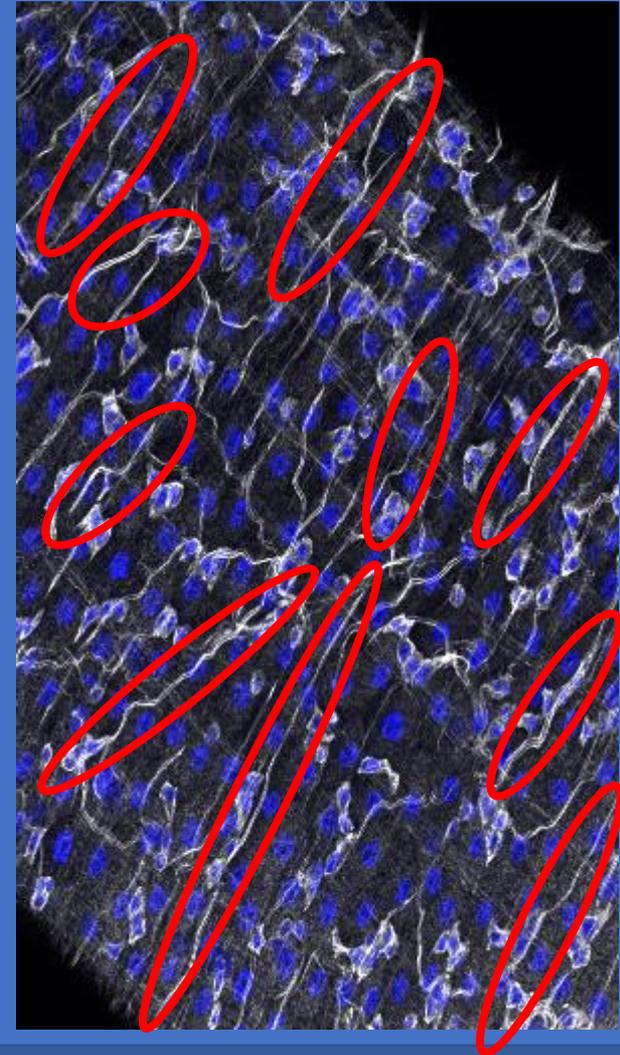
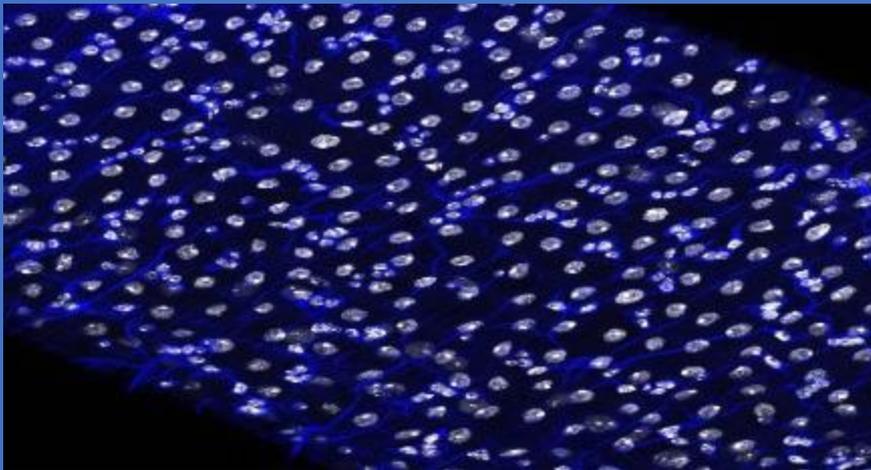
What do we do?

Your Second Brain¹

“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...”*



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)

This completes our
Science Lesson!





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 church's purpose
- ~ It answers: “Why does my church exist?” - “Why should anyone want to join us?”
- ~ Your 1 **SHORT** 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?





**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

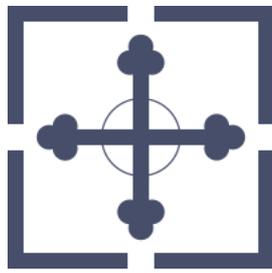
**To practice Christ's love through
faith and service in a welcoming
community, so that we may
reflect the image and likeness of
God.**



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.**



ASSEMBLY OF CANONICAL
ORTHODOX BISHOPS

OF THE UNITED STATES OF AMERICA

**To bring people closer to
Christ and each other.**

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.**

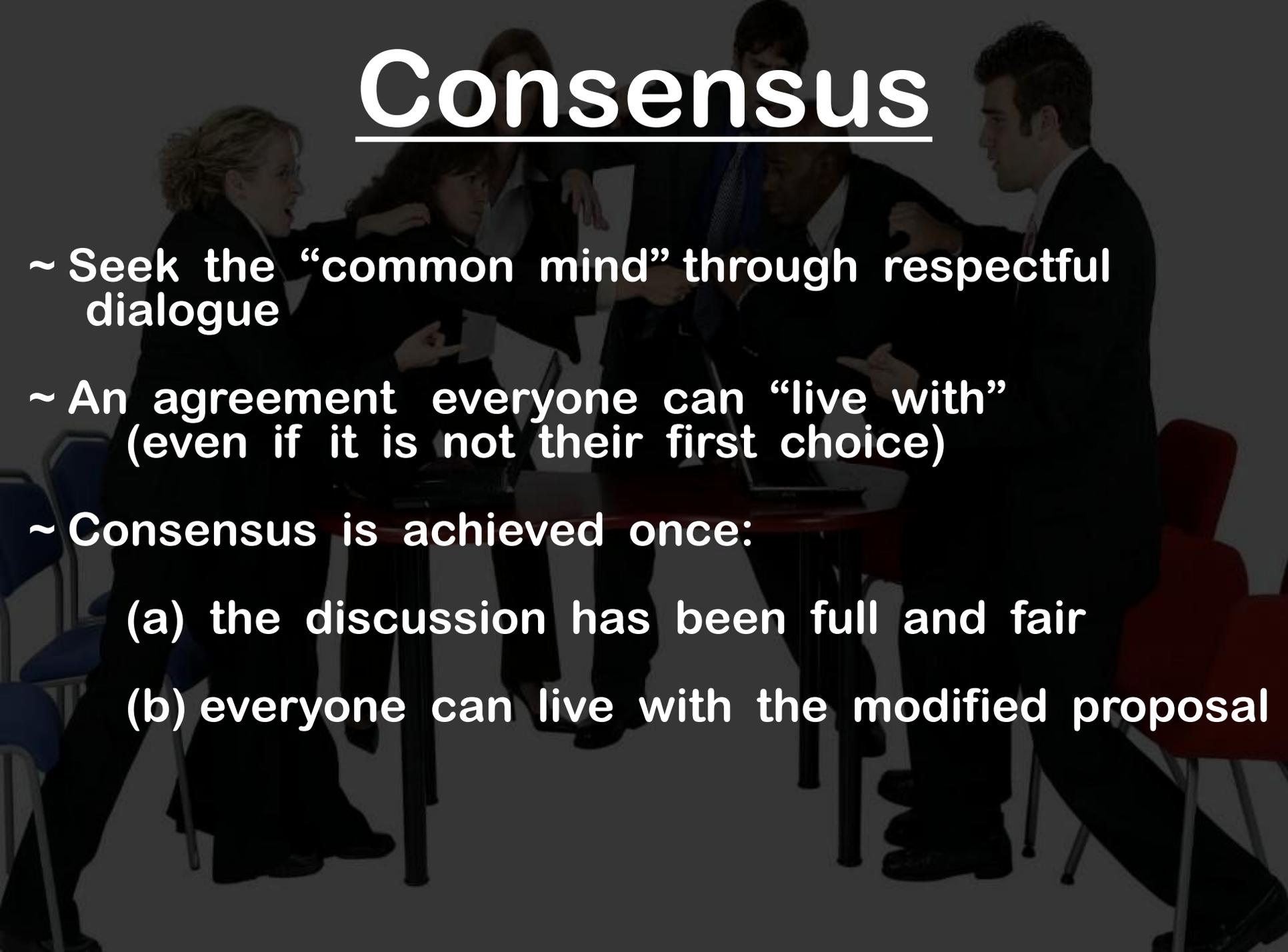
Other WHY Statement Examples

- ~ 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, 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 sitting around a table, engaged in discussion. The text is white and stands out against the dark background.

- ~ 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 Ugandan Orthodox Church Why Statement and email it to: billmarianes@gmail.com by

Sunday August
10th

The church's **CONTRIBUTION** (“to”) and its **IMPACT** (“so that”)

**Join us on Wednesday
August 13, 2025 ZOOM to
finalize Uganda Orthodox
Church Kampala Diocese**



**WHY Statement at 5:00 p.m.
Uganda Time**

Join Zoom Meeting

Bill Marianes is inviting you to a scheduled Zoom meeting.

Join Zoom Meeting

<https://us02web.zoom.us/j/84689889458?pwd=hvn7Dyfc8dOcq4N3gqR7KaSwSkS16l.1>

Meeting ID: 846 8988 9458

Passcode: 176623



Stewardship Calling

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

WHY?	STEWARDSHIP	STRATEGIC PLANNING	INTERNET RADIO & PODCASTS	KEYNOTES & LEADERSHIP	RESOURCES
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		WARREN, OH – ST DEMETRIOS STRATEGIC PLAN			
		SAINTS RAPHAEL, NICHOLAS & IRENE – CUMMING, GA			

Strategic Planning

Scroll down to Holy Orthodox Church of Uganda page

<https://stewardshipcalling.com/orthodox-church-of-uganda/>

**Email your draft Uganda Orthodox Church
Kampala Diocese WHY Statement**
(by no later than)

**August
10th**

billmarianes@gmail.com



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Part 1*



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