

***Core Values,
Mission Statement,
and Strategic
Areas of Focus***

Dr. Bill Marianes



**STEWARDSHIP
CALLING**



STEWARDSHIP
CALLING

[StewardshipCalling.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. Sophia
page**

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

PERSONAL

HOLY ORTHODOX CHURCH OF
UGANDA

ST. SOPHIA JEFFERSONVILLE,
PA STRATEGIC PLAN

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

ST. SOPHIA, Ss. FAITH, HOPE & AGAPE
ORTHODOX CHURCH OF VALLEY FORGE

St. Sophia Jeffersonville

By the grace of God, the congregation of St. Sophia is undergoing a transformational and collaborative strategic planning process. This process is led by Father Symeon Williams, with the assistance of an additional 40+ parishioners and the Strategic Planning Team.

BOSTON METROPOLIS –
THRIVING CONGREGATIONS
TRAINING PROGRAMS ON
PARISH STRATEGIC PLANNING

ST. SOPHIA UKRAINIAN
SEMINARY

St. Sophia, a Greek Orthodox Church in Jefferson, PA, is undertaking a strategic planning process. This incredible work is under the inspired leadership of Father Symeon Williams and a dedicated Core Team. This Core Team will be supplemented with an additional 40+ parishioners and a Strategic Planning Team. The ongoing work of our very diverse and extensive

<https://stewardshipcalling.com/st-sophia-jefferson-pa-strategic-plan/>



ST. SOPHIA, SS. FAITH, HOPE & AGAPE
GREEK ORTHODOX CHURCH

WHY Statement

To glorify God, serve all through love, and live a purposeful life in Christ.

S

STRENGTHS



ST. SOPHIA, SS. FAITH, HOPE & AGAPE
GREEK ORTHODOX CHURCH

S

STRENGTHS

STRENGTHS

Loving & Welcoming Community

Facilities & Location

Fr. Symeon

**Diverse Parishioners (including
Hellenic Heritage)**



ST. SOPHIA, SS. FAITH, HOPE & AGAPE
GREEK ORTHODOX CHURCH



WEAKNESSES

Stewardship & Ministry Engagement

Church Services and Worship Participation

Youth & Young Adults



OPPORTUNITIES



ST. SOPHIA, SS. FAITH, HOPE & AGAPE
GREEK ORTHODOX CHURCH



OPPORTUNITIES

OPPORTUNITIES

Technology, Social And New Media

Location & Community Opportunities

**Greater Numbers Of Seekers & Interest In
Orthodoxy**

T

THREATS



ST. SOPHIA, SS. FAITH, HOPE & AGAPE
GREEK ORTHODOX CHURCH

T

THREATS

THREATS

Secularization & Cultural/Societal Shifts

Economic & Financial

Technology & Media

Politics & Polarization

**Competition From Other Religions &
Competing Sports/Activities**



ST. SOPHIA, SS. FAITH, HOPE & AGAPE
GREEK ORTHODOX CHURCH

“Low Hanging Fruit” Tactical Work



- ~ Communications**
- ~ Leadership & Succession**
- ~ Catechesis & Education**

Today's Objective

Reach consensus on most significant St. Sophia

A. Core Values,

B. Mission Statement,

**C. Top 3-4 Strategic
Areas of Focus**



10 Stewardship Calling Strategic Plan Elements



1. SWOT Analysis (Strengths, Weaknesses, Opportunities & Threats)
2. Statement of Why
3. **Core Values**
4. **Mission Statement**
5. **Strategic Areas of Focus**
6. Vision Statement
7. Strategic S.M.A.R.T. Goals
8. Interim Goals & Interim Actions
9. Accountability Scoreboard
10. Cadence of Accountability



Vision & Strategic Planning must answer 4 questions:

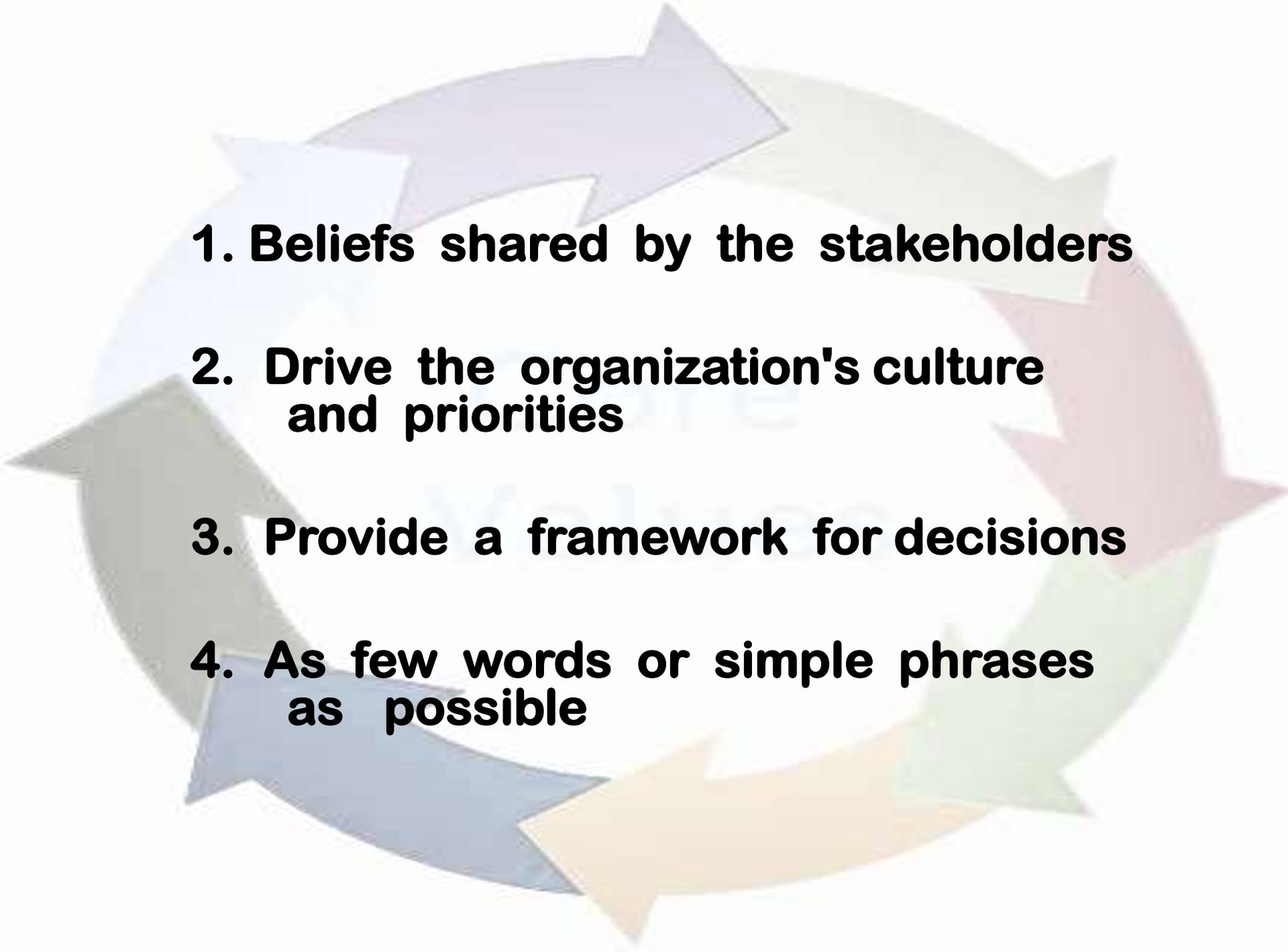
1. Where are we now?

2. Why do we exist?

3. Where do we want to be?

4. How will we get there?





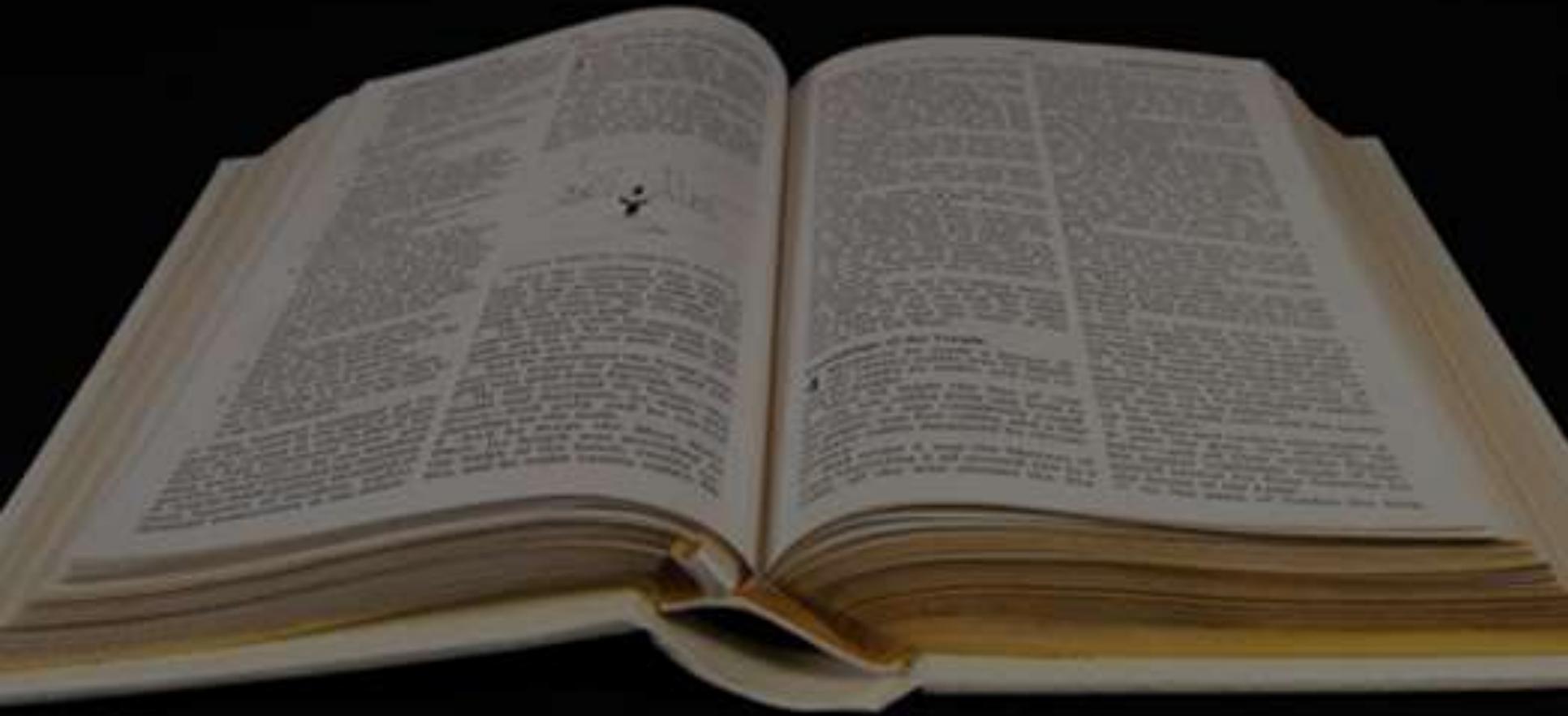
1. Beliefs shared by the stakeholders

**2. Drive the organization's culture
and priorities**

3. Provide a framework for decisions

**4. As few words or simple phrases
as possible**

Core Values Are Biblical



GOD'S Core Values

I
THOU SHALT HAVE
NO OTHER GODS
BEFORE ME

II
THOU SHALT NOT
MAKE UNTO THEE
ANY GRAVEN IMAGE

III
THOU SHALT NOT
TAKE THE NAME OF
THE LORD THY GOD
IN VAIN

IV
REMEMBER THE
SABBATH DAY TO
KEEP IT HOLY

V
HONOR THY FATHER
AND THY MOTHER

VI
THOU SHALT
NOT KILL

VII
THOU SHALT NOT
COMMIT ADULTERY

VIII
THOU SHALT
NOT STEAL

IX
THOU SHALT NOT
BEAR FALSE
WITNESS AGAINST
THY NEIGHBOR

X
THOU SHALT
NOT COVET

CHRIST'S Core Values

THE BEATITUDES

Blessed are the poor in spirit,
for theirs is the kingdom of heaven.

Blessed are those who mourn,
for they shall be comforted.

Blessed are the meek,
for they shall inherit the earth.

Blessed are those who hunger and thirst
for righteousness, for they shall be satisfied.

Blessed are the merciful
for they shall obtain mercy.

Blessed are the pure of heart,
for they shall see God.

Blessed are the peacemakers,
for they shall be called children of God.

Blessed are those who are persecuted
for righteousness sake,
for theirs is the kingdom of heaven.

Matthew 5:3-10



ST. SOPHIA, SS. FAITH, HOPE & AGAPE
GREEK ORTHODOX CHURCH

Core Values

**Christ-Centered Worship &
Prayer**

Welcoming Community

Love

Stewardship



Mission

Statement

Mission Statement

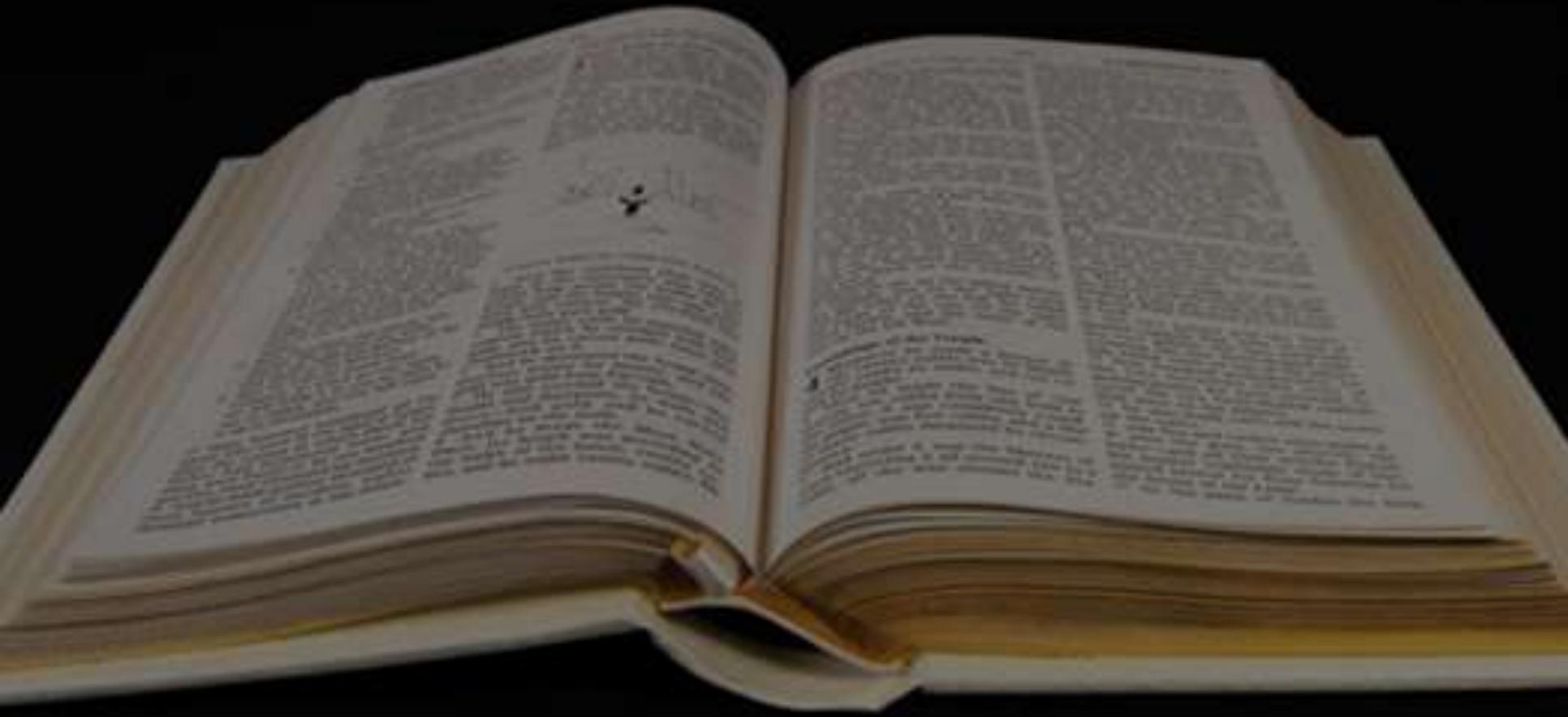
Answers strategic planning question #3:

What do we do?

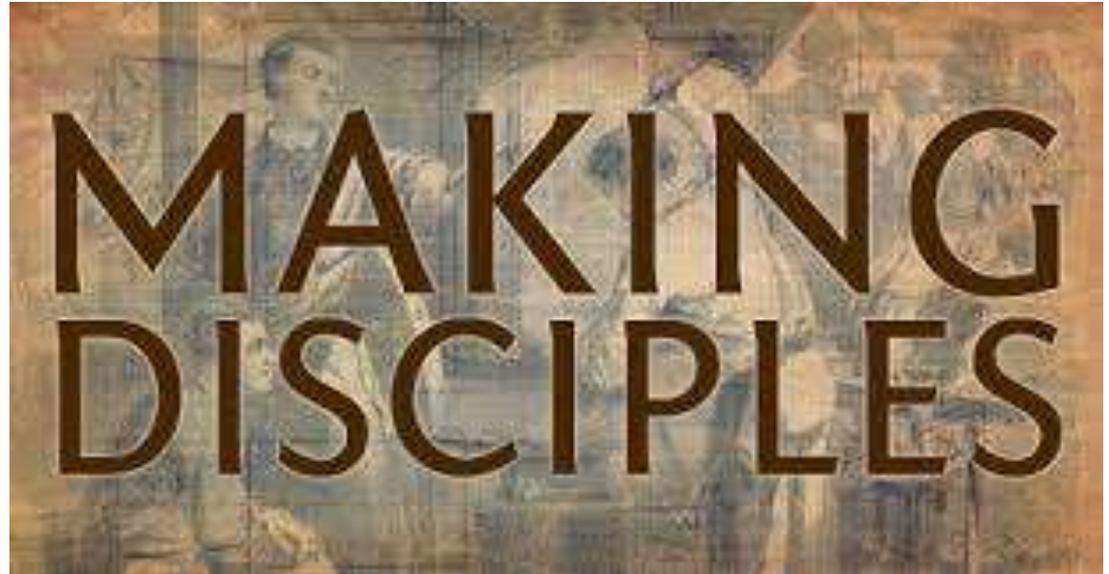
~ A clear description of what the organization does to achieve its Why/Vision/Goals



A Mission Statement Is Biblical



The Great
Commission
Mission Part 2
(Matthew
28:18-20)



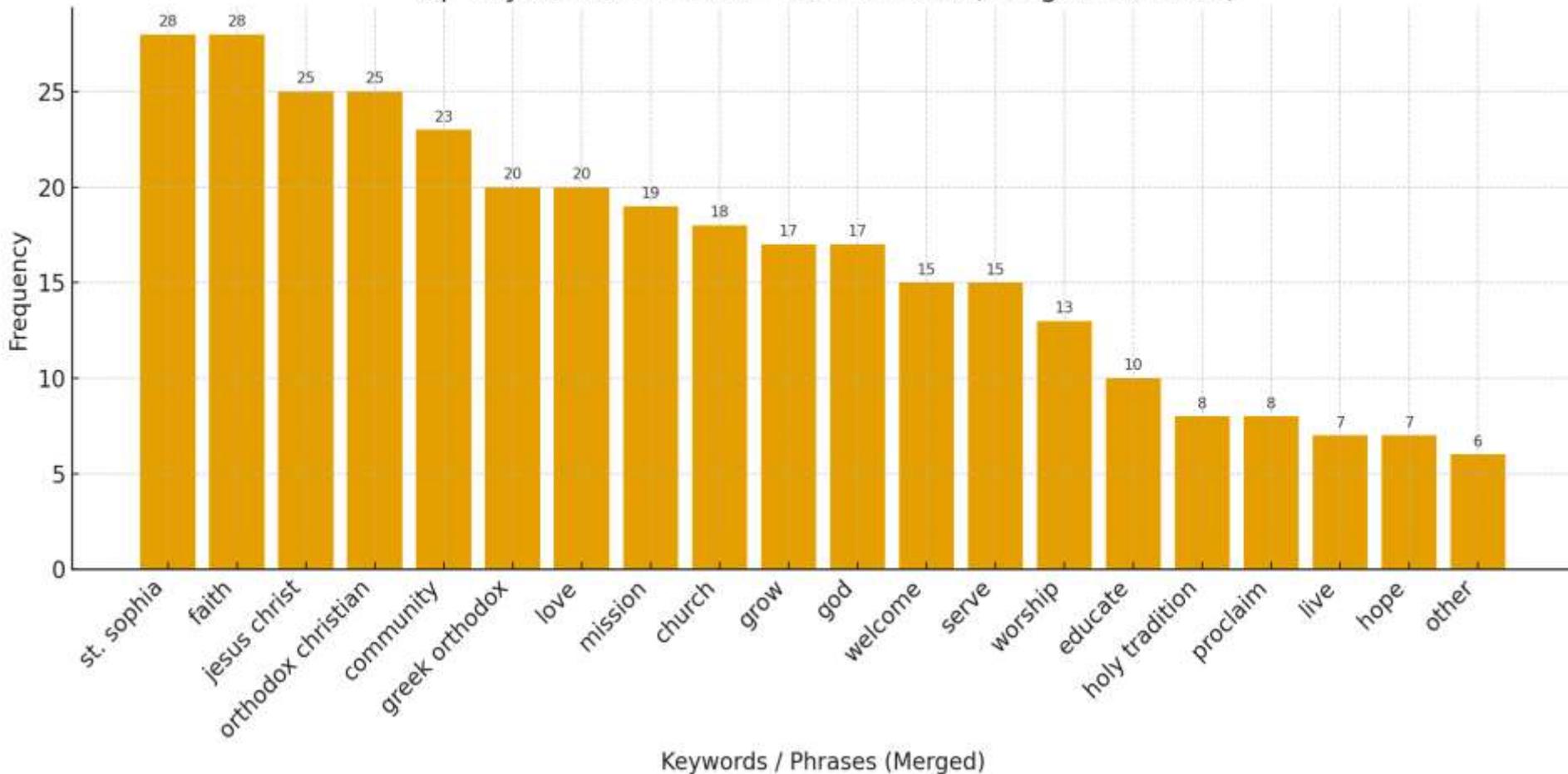
***“Go therefore and
make disciples of
all the nations”***



ST. SOPHIA, SS. FAITH, HOPE & AGAPE
GREEK ORTHODOX CHURCH

SPT Draft Heat Mapped Proposed Mission Statement Words

Top Keywords in Mission Submissions (Merged Variants)

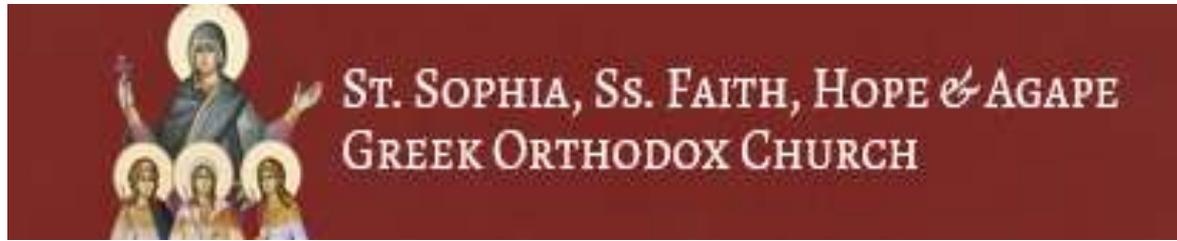




ST. SOPHIA, SS. FAITH, HOPE & AGAPE
GREEK ORTHODOX CHURCH

SPT Heat Mapped Mission Statement Words

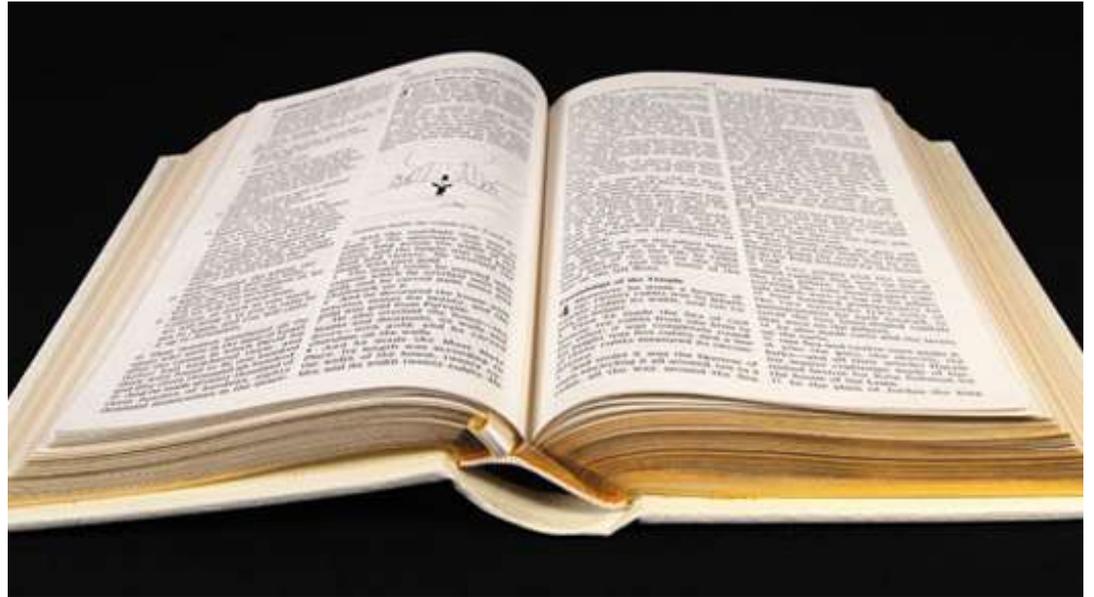
<u>WORD</u>	<u>#</u>	<u>WORD</u>	<u>#</u>
St. Sophia	28	welcome	11
Faith	27	grow	10
Greek Orthodox	20	orthodox	9
Love	20	Christ	8
Church	18	parish	8
Mission	17	live	7
Orthodox Christian	16	service	7
God	14	hope	7
Jesus Christ	14	growth	7
worship	13		
community	13		

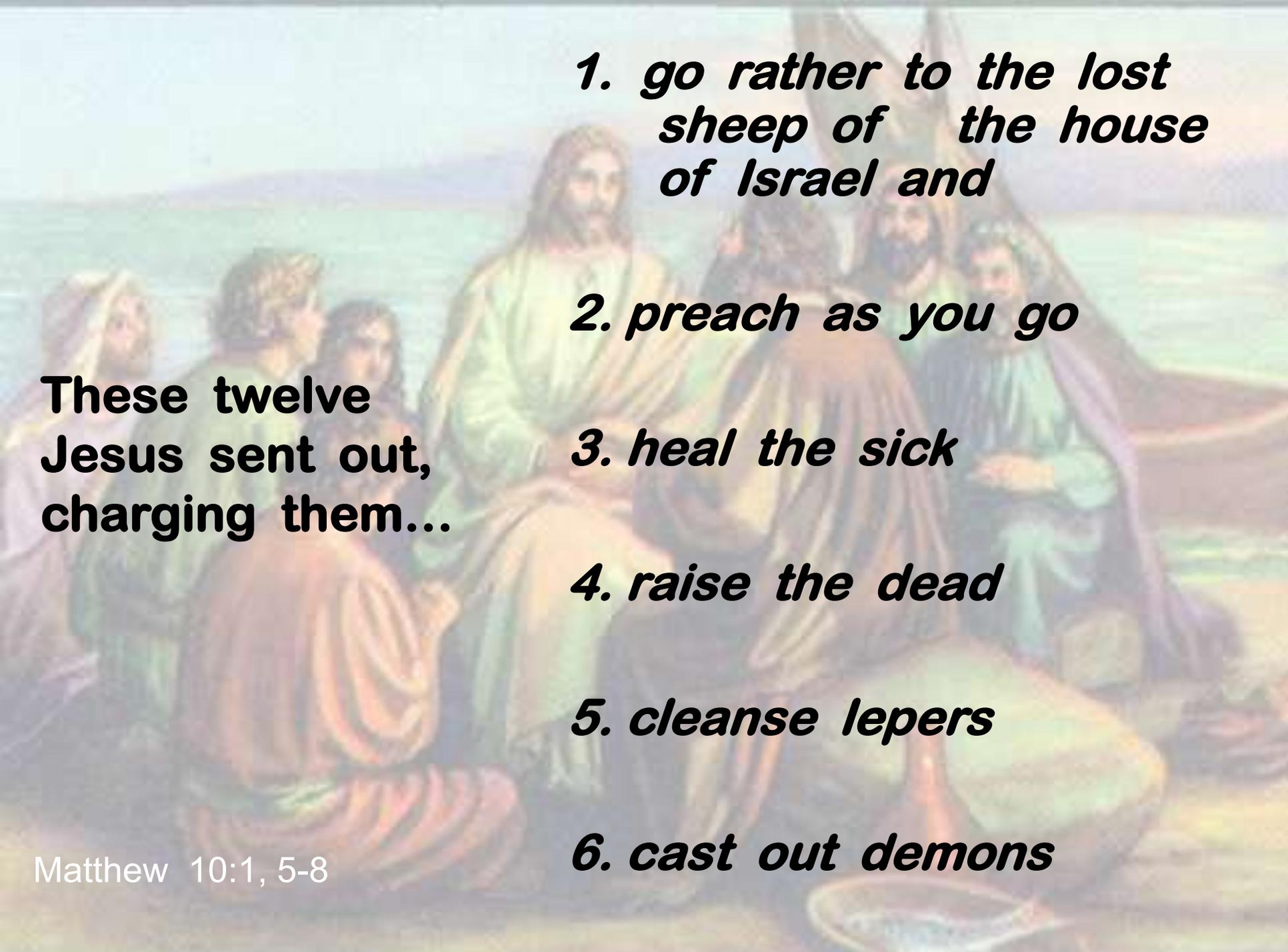


Mission Statement

We welcome all to grow in and share our Orthodox Christian faith through love, stewardship, education, and service.

**Strategic
Goals
Are Biblical**





***1. go rather to the lost
sheep of the house
of Israel and***

2. preach as you go

**These twelve
Jesus sent out,
charging them...**

3. heal the sick

4. raise the dead

5. cleanse lepers

6. cast out demons

ACHIEVING YOUR WILDLY
IMPORTANT GOALS

#1
Business
Bestseller
*The Wall Street
Journal*

The
4 Disciplines
of
Execution



CHRIS McCHESNEY

SEAN COVEY

THE NEW YORK TIMES BESTSELLING AUTHOR

JIM HULING

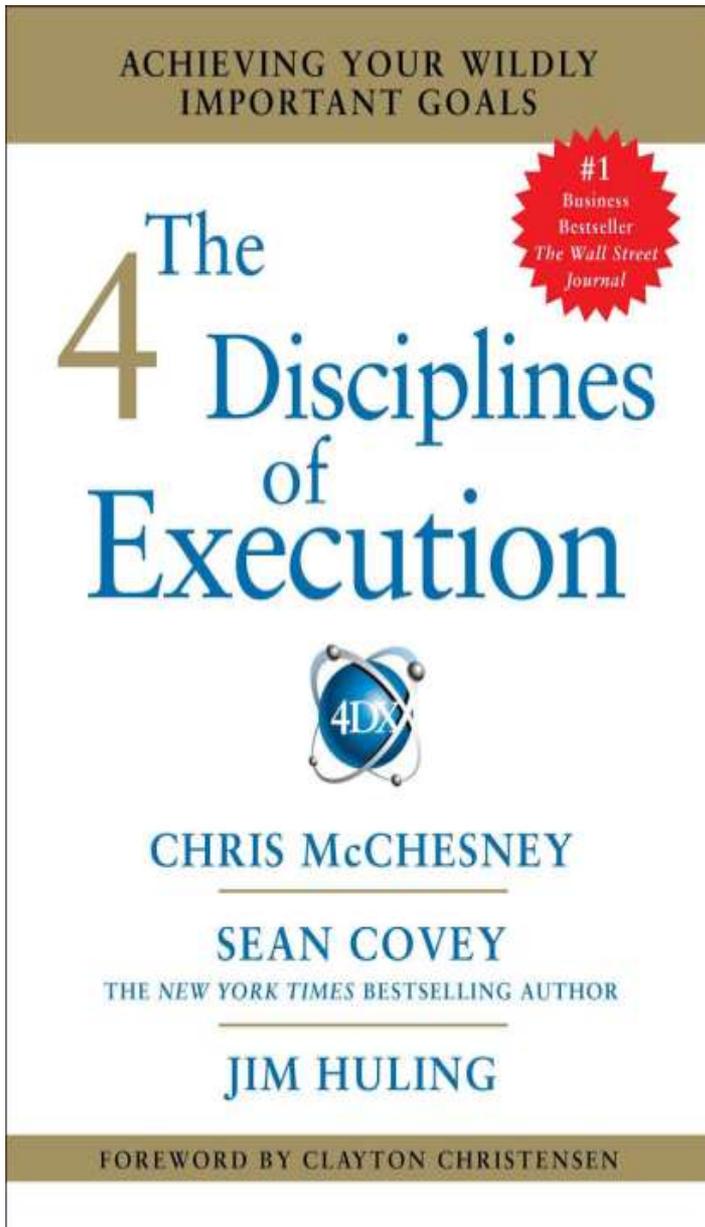
FOREWORD BY CLAYTON CHRISTENSEN

**“In the
moment,
urgency
always trumps
importance”**



Chris McChesney

Franklin Covey 4DX



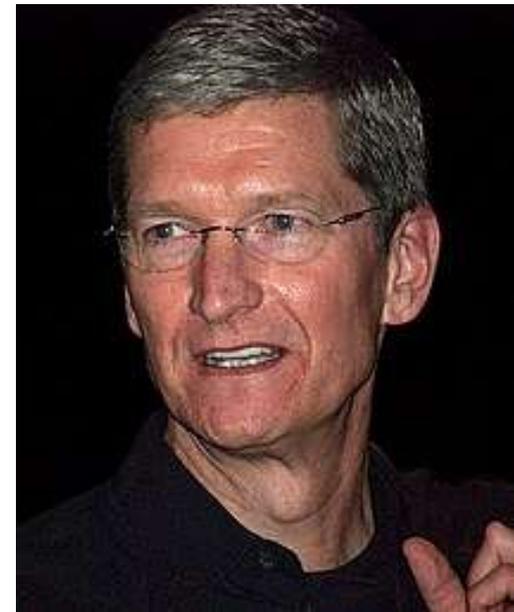
1. Determine your **WIGs (Wildly Important Goals)**
2. Act on Lead Measures
3. Create a Compelling Scoreboard
4. Create a Cadence of Accountability

Steve Jobs hired Tim Cook to improve the Apple Supply Chain



The Apple Supply Chain is now one of the best in the world.

Tim Cook went from Apple's Chief Procurement Officer to being Apple's CEO.



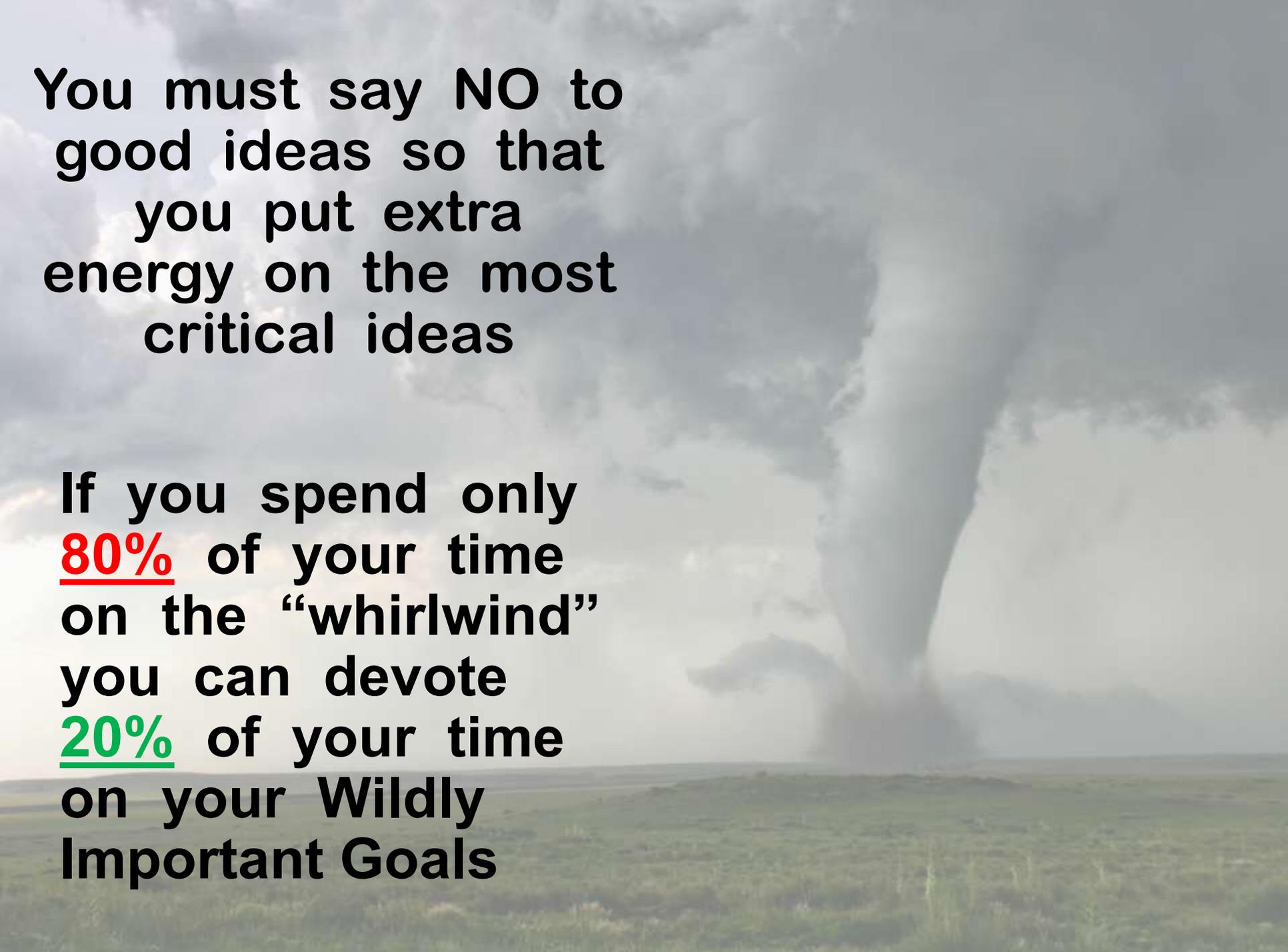
“We are the most focused company that I know of or have read of or have any knowledge of. We say no to good ideas every day.

We say no to great ideas in order to keep the amount of things we focus on very small in number so that we can put enormous energy behind the ones we do choose...

It’s not just saying yes to the right products, it’s saying no to many products that are good ideas, but just not nearly as good as the other ones.”



Tim Cook



**You must say NO to
good ideas so that
you put extra
energy on the most
critical ideas**

**If you spend only
80% of your time
on the “whirlwind”
you can devote
20% of your time
on your Wildly
Important Goals**

BILL MARIANES

REVITALIZE STEWARDSHIP IN
YOUR PARISH AND PERSONAL LIFE

A STEWARDSHIP CALLING



Ancient Faith
PODCASTS



ANCIENT FAITH RADIO

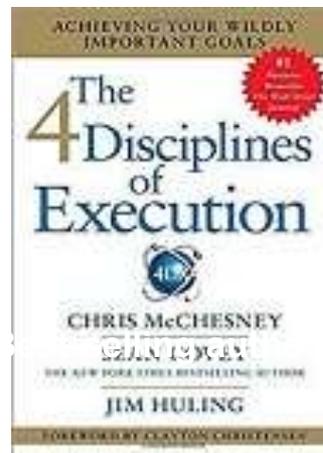
Bringing the Ancient Christian Faith to the Modern World

Ancient Faith Ministries

Using The Four Disciplines of Execution In Parishes

August 5, 2020

<https://www.ancientfaith.com/podcasts/stewardshipcalling/how-can-you-and-your-church-be-more-effective>





Strategic Areas Of

FOCUS

- ~ Select 3 strategic areas/topics
- ~ We'll look at Pre-RETREAT heat mapped SAFs
- ~ The SAFs **MUST ADDRESS** the biggest final Weaknesses
- ~SAFs should be concise phrases or single words



ST. SOPHIA, SS. FAITH, HOPE & AGAPE
GREEK ORTHODOX CHURCH



WEAKNESSES

Stewardship & Ministry Engagement

Church Services and Worship Participation

Youth & Young Adults



ST. SOPHIA, SS. FAITH, HOPE & AGAPE
GREEK ORTHODOX CHURCH

Heat Mapped Strategic Areas of Focus

21 - Stewardship & Engagement

16 - Youth Ministry

8 - Education

7 - Community Service

6 - Church Services

5 - Growth

3 - Leadership

3 - Communications & Technology

3 - Cultural

2 - Outreach & Evangelism

2 - Welcoming

CORRESPONDENCES

Green = Weakness

Blue = Low Hanging Fruit



ST. SOPHIA, SS. FAITH, HOPE & AGAPE
GREEK ORTHODOX CHURCH

Comparison of Consensus Weaknesses and Pre-Retreat Strategic Areas of Focus

Weaknesses

Stewardship &
Ministry Engagement

Church Services and
Worship Participation

Youth & Young Adults

Strategic Areas of Focus

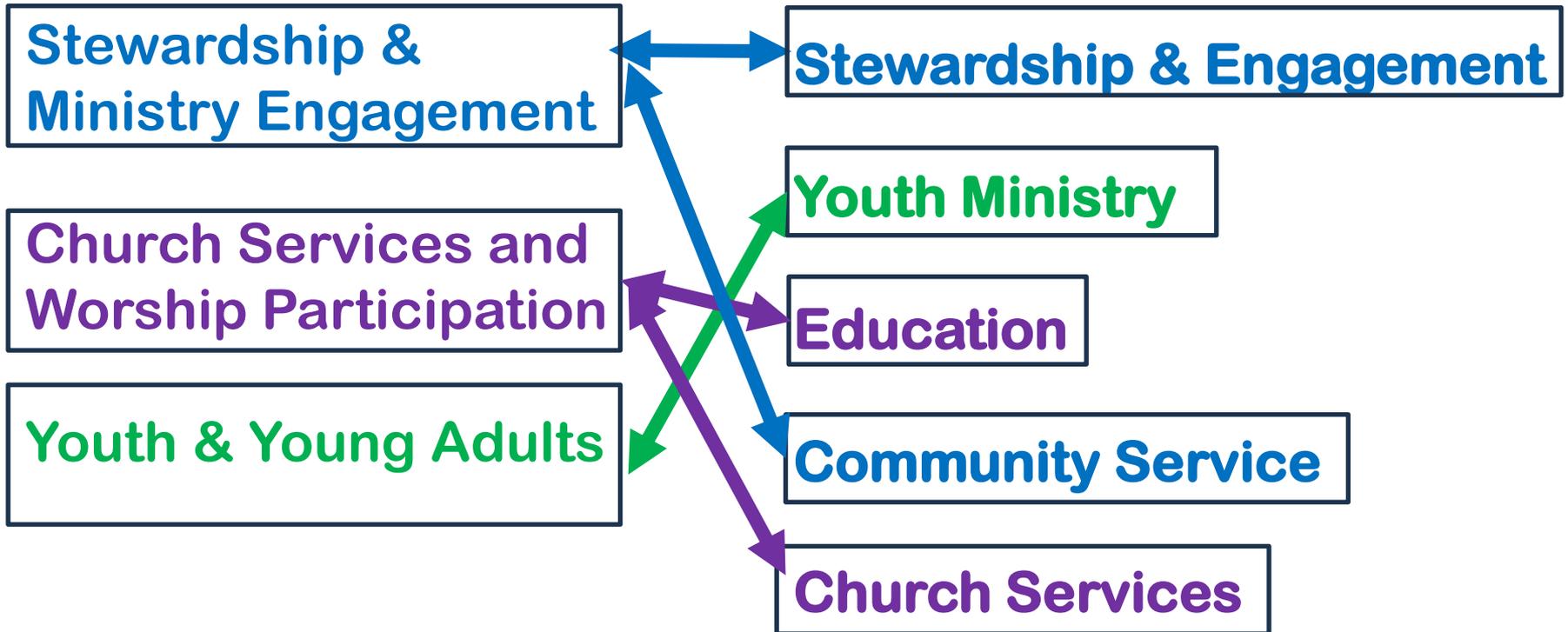
Stewardship & Engagement

Youth Ministry

Education

Community Service

Church Services





ST. SOPHIA, SS. FAITH, HOPE & AGAPE
GREEK ORTHODOX CHURCH

Strategic Areas of Focus

1. Stewardship & Engagement

2. Religious Formation & Worship Participation

3. Youth & Young Adults



Let's Discuss the Next Steps

Stewardship Calling Strategic Plan Elements

- **SWOT Analysis (Strengths, Weaknesses, Opportunities & Threats)**
- **Statement of Why**
- **Core Values**
- **Mission Statement**
- **Strategic Areas of Focus**
- **Strategic S.M.A.R.T. Goals**
- **Interim Goals & Interim Action Plans**
- **Accountability Scoreboard**
- **Vision Statement**





ST. SOPHIA, SS. FAITH, HOPE & AGAPE
GREEK ORTHODOX CHURCH

- 1. We need 3 Strategic Goals and Action Plans**
- 2. We need 3 separate groups approximately evenly balanced**
- 3. I will draft Action Plans for group consensus review after Goals are determined**

SAMPLE Stewardship & Engagement S.M.A.R.T. Goal

We will research, develop, and implement a best practices and effective adult and youth Stewardship & Engagement Ministry (the “Stewardship & Engagement Ministry”) with a comprehensive communications plan that will achieve the following “Stewardship & Engagement Targets” within 36 months:

- (a) Transition the adult and youth parishioners to becoming percentage givers on their way to becoming tithers;**
- (b) Increase the adult and youth ministry engagement so that at least 70% of parishioners are actively engaged in ministry through implementing pathways for parishioners to use their time and talents on our way to becoming a full participation parish;**
- (c) Cover at least 70% of parish operating expenses solely through financial stewardship contributions; and**
- (d) Implement a planned giving campaign in which at least 15% of parishioners participate.**

Stewardship & Engagement Action Plan

<u>Actions Steps</u>	<u>Responsible Party</u>	<u>Deadline</u>	<u>Completion Test</u>
Interim Goal 1: Research the most effective stewardship and ministry engagement programs within 4 months			
1. Form Stewardship & Engagement Ministry Team (S&EMT).	SPT and S&EMT Goal Co-Captains	1 month after Start Date	S&EMT members agree to serve
2. Determine adult and youth stewardship, tithing, ministry engagement, and planned giving key definitions, data, and effectiveness metrics.	S&EMT	1 month after step 1	Definitions and metrics determined
3. Analyze the adult and youth parish baselines on those key stewardship, tithing, ministry engagement, and planned giving metrics, survey/research parish impediments to achieving increased stewardship, tithing, ministry engagement, and planned giving success.	S&EMT	2 months after step 2	Parish baselines and parish impediments determination are finalized
4. Identify at least 2-3 ministry engagement, 2-3 stewardship, percentage giving/tithing, and 2-3 planned giving programs to consider from both inside and outside the Orthodox ecosystem.	S&EMT	Simultaneous with steps 2 & 3	At least 2-3 of each of stewardship, ministry engagement & planned giving programs are examined

Stewardship & Engagement Action Plan

<u>Actions Steps</u>	<u>Responsible Party</u>	<u>Deadline</u>	<u>Completion Test</u>
Interim Goal 2: Develop the most effective Stewardship, Ministry Engagement & Planned Giving Ministry within 3 months			
5. Evaluate researched adult and youth stewardship, tithing, ministry engagement, and planned giving programs for effectiveness against key parish performance metrics and baselines based on criteria of effectiveness determined in step 2.	S&EMT	1 month after step 4	Evaluation of alternative stewardship & ministry engagement, tithing, and planned giving programs is completed
6. Modify or develop new adult and youth stewardship, tithing, ministry engagement, and planned giving ministry programs for utilization at the parish (the “SMEPG Ministry”) and establish monthly performance benchmarks and comprehensive communications strategy and plan.	S&EMT	2 months after step 5	SMEPG Ministry is finalized, and monthly performance benchmarks are determined
Interim Goal 3: Recruit and train Ambassadors within 3 months			
7. Identify and recruit stewardship personal visitation (“Ambassadors”) who can implement the SMEPG Ministry.	S&EMT	1 month after step 6	Ambassadors are recruited
8. Train Ambassadors to implement all aspects of the SMEPG Ministry.	S&EMT	2 months after step 7	Ambassadors are trained

Stewardship & Engagement Action Plan

<u>Actions Steps</u>	<u>Responsible Party</u>	<u>Deadline</u>	<u>Completion Test</u>
<u>Interim Goal 4: Implement the Stewardship, Engagement & Tithing Ministry to achieve the Stewardship & Engagement Targets within 24 months</u>			
9. Fully implement the SMEPG Ministry to achieve the Stewardship & Engagement Targets.	Ambassadors	24 months after step 8	SMEPG Ministry is fully launched
10. Track and report on monthly performance benchmarks determined in step 6 and continue Ambassadors follow-up with parishioners until Stewardship & Engagement Targets are achieved	Ambassadors	Contemporaneous with step 9	Established monthly Stewardship & Engagement Targets are achieved
<u>Interim Goal 5: Compile and assess the results of the Stewardship, Engagement & Tithing Ministry and make necessary improvements within 2 months</u>			
11. Obtain and compile qualitative and quantitative data from SMEPG Ministry and determine effectiveness and success (based on criteria established in step 2) and identify areas for improvement.	Ambassadors and S&EMT	1 month after step 10	SMEPG Ministry assessments are completed
12. Finalize and deliver SMEPG Ministry assessment analysis report and make all refinements necessary to make the SMEPG Ministry more effective.	Ambassadors and S&EMT	1 month after step 11	Analysis is completed, and SMEPG Ministry is refined accordingly



Stewardship & Engagement Action Plan

<u>Lead Measure Action</u>	<u>Deadline Date</u>	<u>% Complete and Date</u>
1. Form Stewardship, Engagement & Planned Giving Ministry Team		
2. Develop definitions and effectiveness metrics		
3. Analyze parish baselines and engagement success impediments		
4. Research Stewardship, Engagement & Planned Giving Ministry		
5. Evaluate Stewardship, Engagement & Planned Giving Ministry		
6. Finalize Stewardship, Engagement & Planned Giving Ministry		
7. Identify and recruit Stewardship Ambassadors		
8. Train Stewardship Ambassadors		
9. Implement Stewardship, Engagement & Planned Giving Ministry and manage to interim monthly targets		
10. Track performance Data from Stewardship, Engagement & Planned Giving Ministry Implementation		
11. Obtain qualitative and quantitative assessment data from Stewardship, Engagement & Planned Giving		
12. Improve Stewardship, Engagement & Planned Giving Ministry based lessons learned in step 11		

Stay tuned for published
schedule of 3 Zooms per
Strategic Area of Focus Team
to develop a S.M.A.R.T. Goal
and Action Plan for each
Strategic Area of Focus.



ST. SOPHIA, SS. FAITH, HOPE & AGAPE
GREEK ORTHODOX CHURCH

WHY Statement

**To glorify God, serve all
through love, and live a
purposeful life in Christ.**



STEWARDSHIP
CALLING

[StewardshipCalling.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. Sophia
page**

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

PERSONAL

HOLY ORTHODOX CHURCH OF
UGANDA

ST. SOPHIA JEFFERSONVILLE,
PA STRATEGIC PLAN

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

ST. SOPHIA, Ss. FAITH, HOPE & AGAPE
ORTHODOX CHURCH OF VALLEY FORGE

St. Sophia Jeffersonville

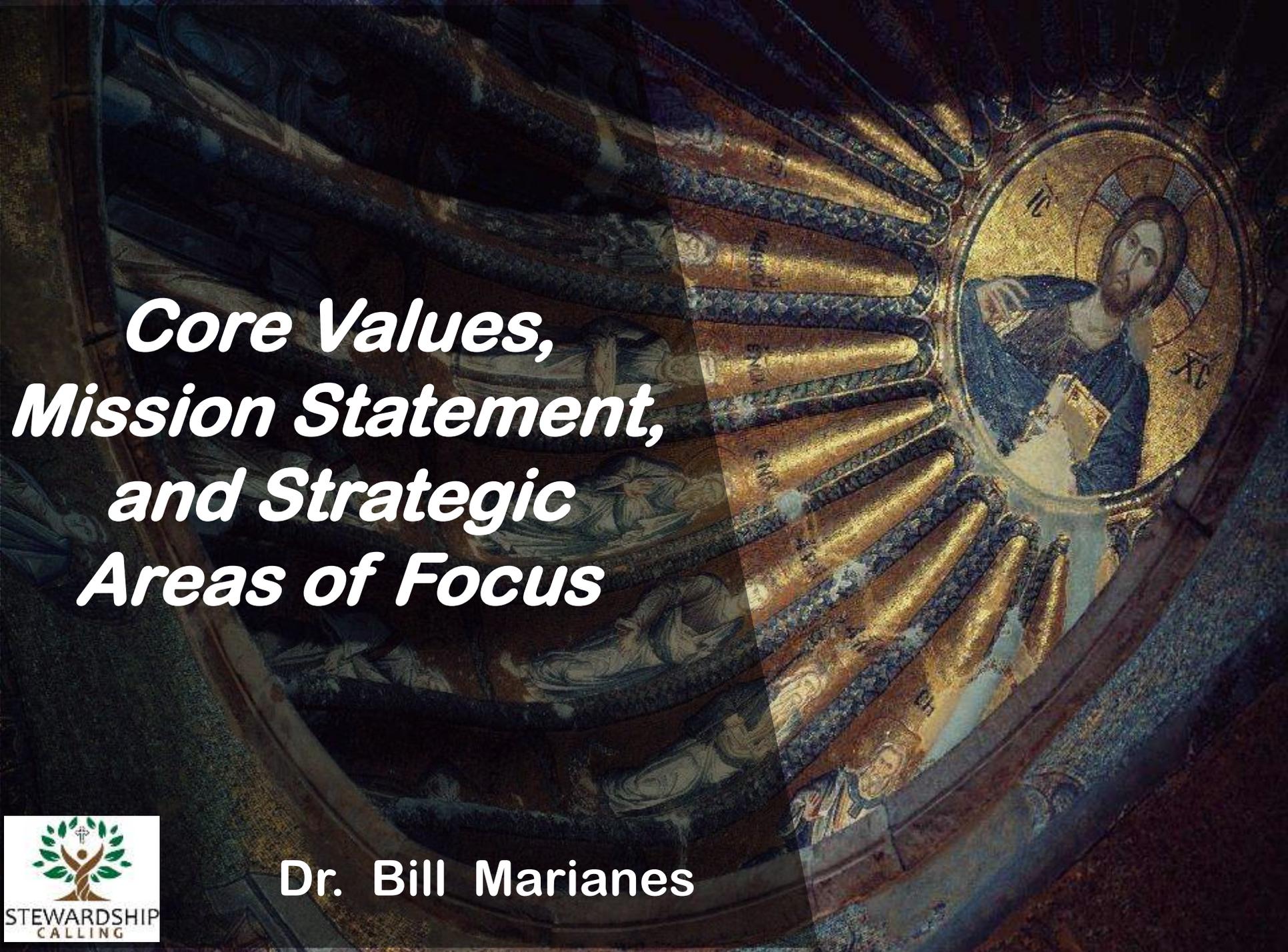
By the grace of God, the congregation of St. Sophia is undergoing a transformational and collaborative strategic planning process. This process is led by Father Symeon Williams, with the assistance of an additional 40+ parishioners and the Strategic Planning Team.

BOSTON METROPOLIS –
THRIVING CONGREGATIONS
TRAINING PROGRAMS ON
PARISH STRATEGIC PLANNING

ST. SOPHIA UKRAINIAN
SEMINARY

St. Sophia, a Greek Orthodox Church in Jefferson, PA, is undertaking a strategic planning process. This incredible work is under the inspired leadership of Father Symeon Williams and a dedicated Core Team. This Core Team will be supplemented with an additional 40+ parishioners and a Strategic Planning Team. The ongoing work of our very diverse and extensive

<https://stewardshipcalling.com/st-sophia-jefferson-pa-strategic-plan/>



***Core Values,
Mission Statement,
and Strategic
Areas of Focus***

Dr. Bill Marianes



**STEWARDSHIP
CALLING**