

*Leadership &  
Administration  
2025*

*Part 3 – Effective  
Communications,  
Strategic Planning,  
Stewardship &  
Engagement & Your  
Future*



# Stewardship Calling

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

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

WHY? STEWARDSHIP STRATEGIC PLANNING INTERNET RADIO & PODCASTS

KEYNOTES & LEADERSHIP RESOURCES

PERSONAL

LEADERSHIP

CLERGY LEADERSHIP RETREAT

HOLY CROSS LEADERSHIP CLASS

HOLY TRINITY – STEUBENVILLE, OH

VAL CONFERENCE 2021 – EXCLAIM YOUR FAITH

BEING A STEWARD AND DISCIPLE OF CHRIST – ST BARBARA'S, TOMS RIVER NJ

WHY ARE YOU HERE?

RELIGIOUS FREEDOM

Keynotes & Leadership Tab

Holy Cross Leadership Page

<https://stewardshipcalling.com/holy-cross-leadership-class/>



*Leadership & Administration*  
*2024*

Holy Cross Leadership Class



# A Roadmap for American Churches and People of Faith: W.W.J.D. (What Would Jesus Do?)

## Preface and

Chapters 1-2:  
Setting the stage and relevant facts, figures and data



Chapters 3-5 & 8:  
Leadership Best Practices



Chapter 7:  
Strategic Planning



Chapters 9-11:  
Stewardship & Engagement Best Practices



Chapters 12 & 14:  
Spiritual Formation, Religious Education Best Practices, and Seminary Strategic Foresight



Chapters 15-18:  
Oneness in Christ, Orthodox Unity in America, Orthodox / Roman Catholic Unity, Conclusion



A Roadmap for  
American Churches  
and People of Faith  
**W.W.J.D.**  
(What Would Jesus Do?)



Bill Marianes

<https://stewardshipcalling.com/a-roadmap-for-american-churches-and-people-of-faith-w-w-j-d-what-would-jesus-do/>



# 4 “HELP” Ways Parishioners Evaluate



Homilies



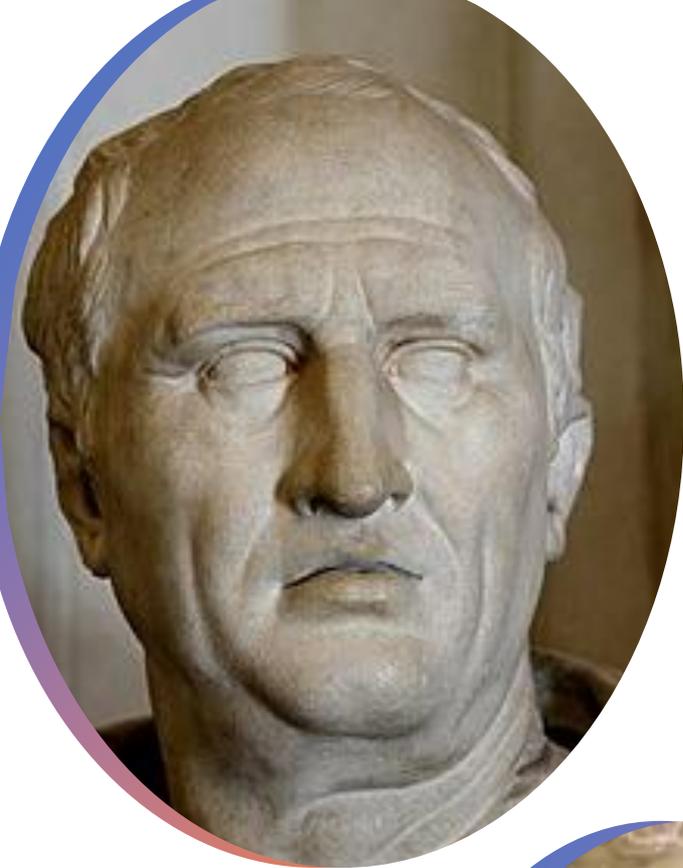
Engagement



Leadership



Personality



When Cicero finished speaking, the people said:

+

**'How well he spoke.'**

•

But when Demosthenes finished speaking, they said:

**'Let us march'**



o

# Top 5 Things People Look For In Picking A New Church

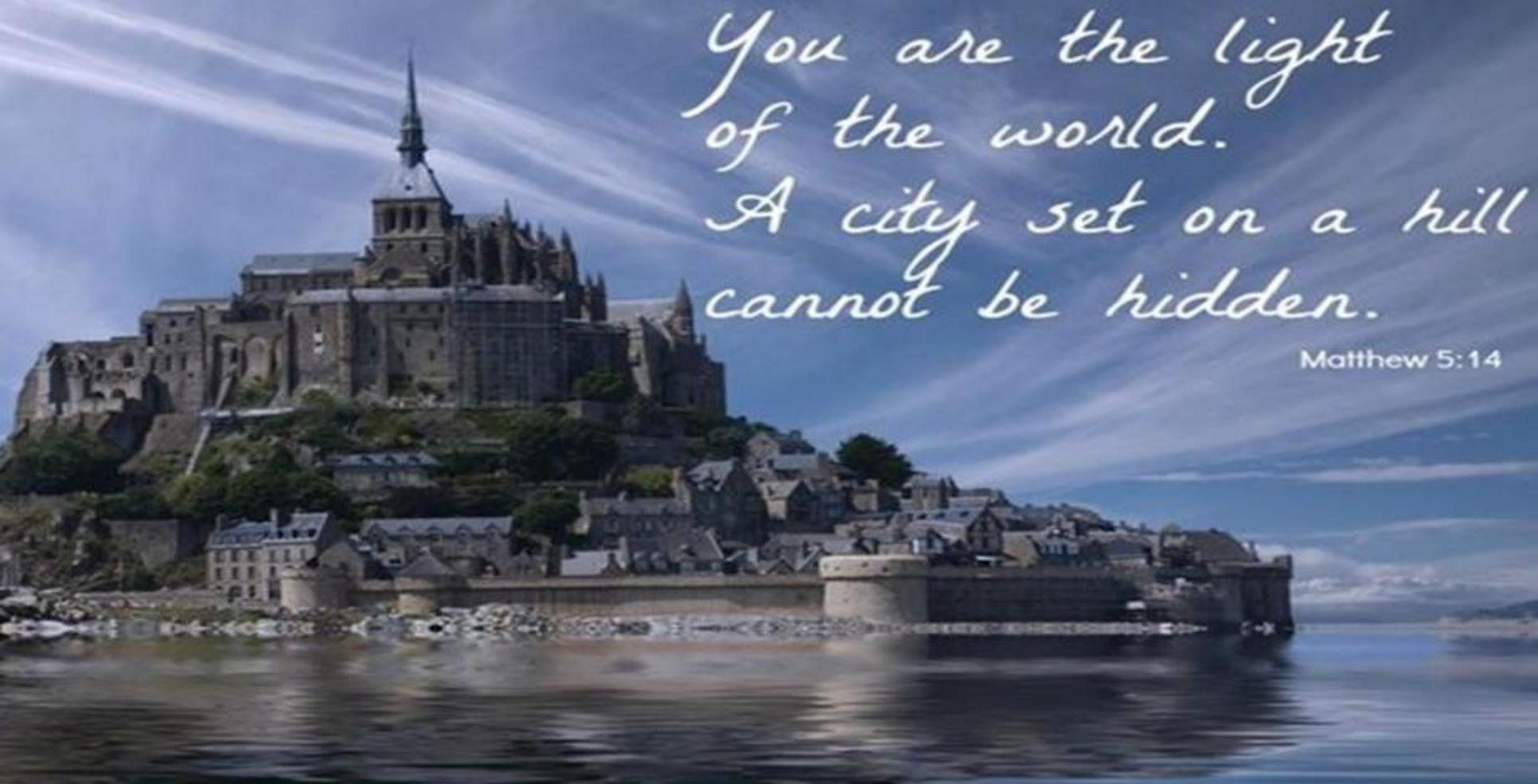
1. **Quality of sermons** 83%

2. **Feeling welcomed** 79%

3. **Style of services** 74%

4. **Location** 70%

5. **Education for kids** 56%



*You are the light  
of the world.*

*A city set on a hill  
cannot be hidden.*

Matthew 5:14

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



**Become and  
create  
Orthodox  
human light  
bulbs**



# The 3 Stages of Becoming an Orthodox Human Light Bulb

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Teacher



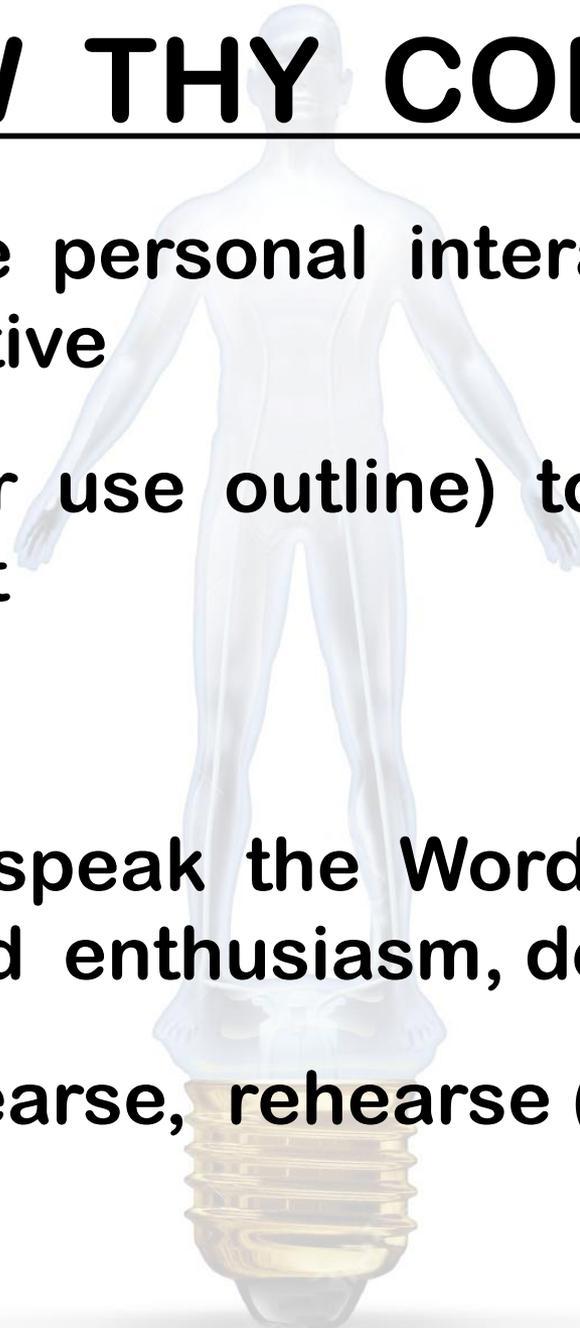
Preacher



Reacher

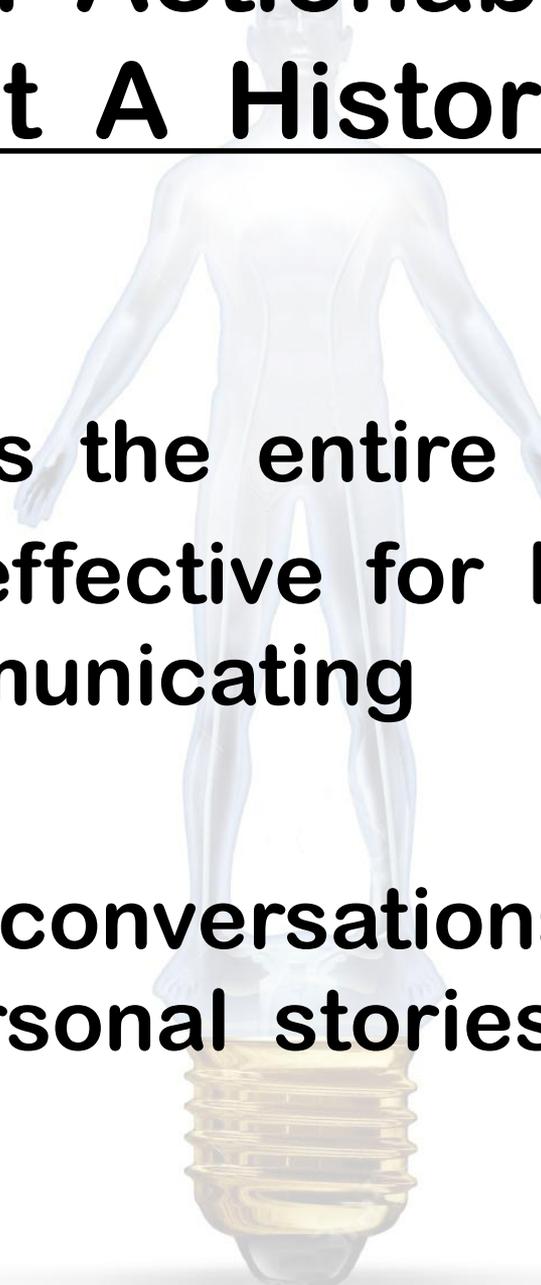


# KNOW THY CONTENT



- ~ The greater the personal interaction the more effective
- ~ Memorize it (or use outline) to maximize eye contact
- ~ **NEVER READ!**
- ~ If you cannot speak the Word of God with passion and enthusiasm, don't speak it!
- ~ Rehearse, rehearse, rehearse (videotape yourself)

# **Tell An Actionable Story Not Just A History Lesson**

A faint, semi-transparent background image of a human figure standing on a glowing lightbulb. The figure is centered and appears to be holding the lightbulb. The lightbulb is illuminated from within, casting a soft glow. The overall image is centered and serves as a visual metaphor for ideas and human connection.

**~ Storytelling:**

- 1. engages the entire brain;**
- 2. highly-effective for learning and communicating**

**~ 65% of our conversations are made up of personal stories**

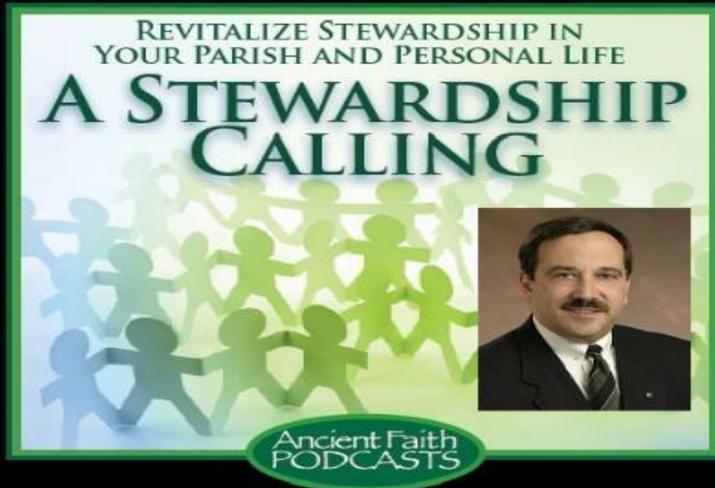


ANCIENT FAITH RADIO

*Bringing the Ancient Christian Faith to the Modern World*

Ancient Faith Ministries

BILL MARIANES



# Effective Sermons and Homilies

Part 1 = 12/4/19

Part 2 = 2/15/20

[1. https://www.ancientfaith.com/podcasts/stewardshipcalling/the importance of effective preaching part 1](https://www.ancientfaith.com/podcasts/stewardshipcalling/the_importance_of_effective_preaching_part_1)

[2. https://www.ancientfaith.com/podcasts/stewardshipcalling/the importance of effective preaching part 2](https://www.ancientfaith.com/podcasts/stewardshipcalling/the_importance_of_effective_preaching_part_2)



Fr.  
Barnabas



Fr. Nicholas  
Louh

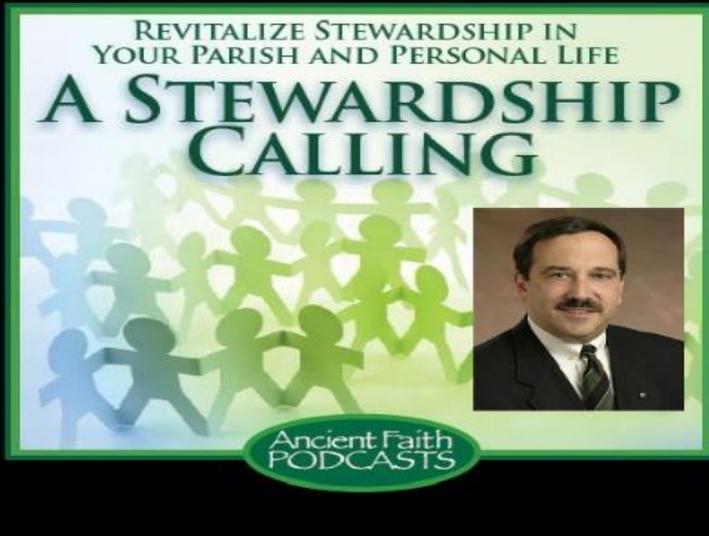


ANCIENT FAITH RADIO

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Ancient Faith Ministries

BILL MARIANES



# Effective Church Presentations

Part 3 = 1/31/21

Part 4 = 2/3/21

[1.https://www.ancientfaith.com/podcasts/stewardshipcalling/what we have here is a failure to communicate](https://www.ancientfaith.com/podcasts/stewardshipcalling/what-we-have-here-is-a-failure-to-communicate)

[2.https://www.ancientfaith.com/podcasts/stewardshipcalling/from teacher to preacher to reacher](https://www.ancientfaith.com/podcasts/stewardshipcalling/from-teacher-to-preacher-to-reacher)



**Ken Futch**

**“What We Have Here  
Is A Failure To  
Communicate”**



**Bill Marianes**

**“From Teacher to  
Preacher to Reacher”**



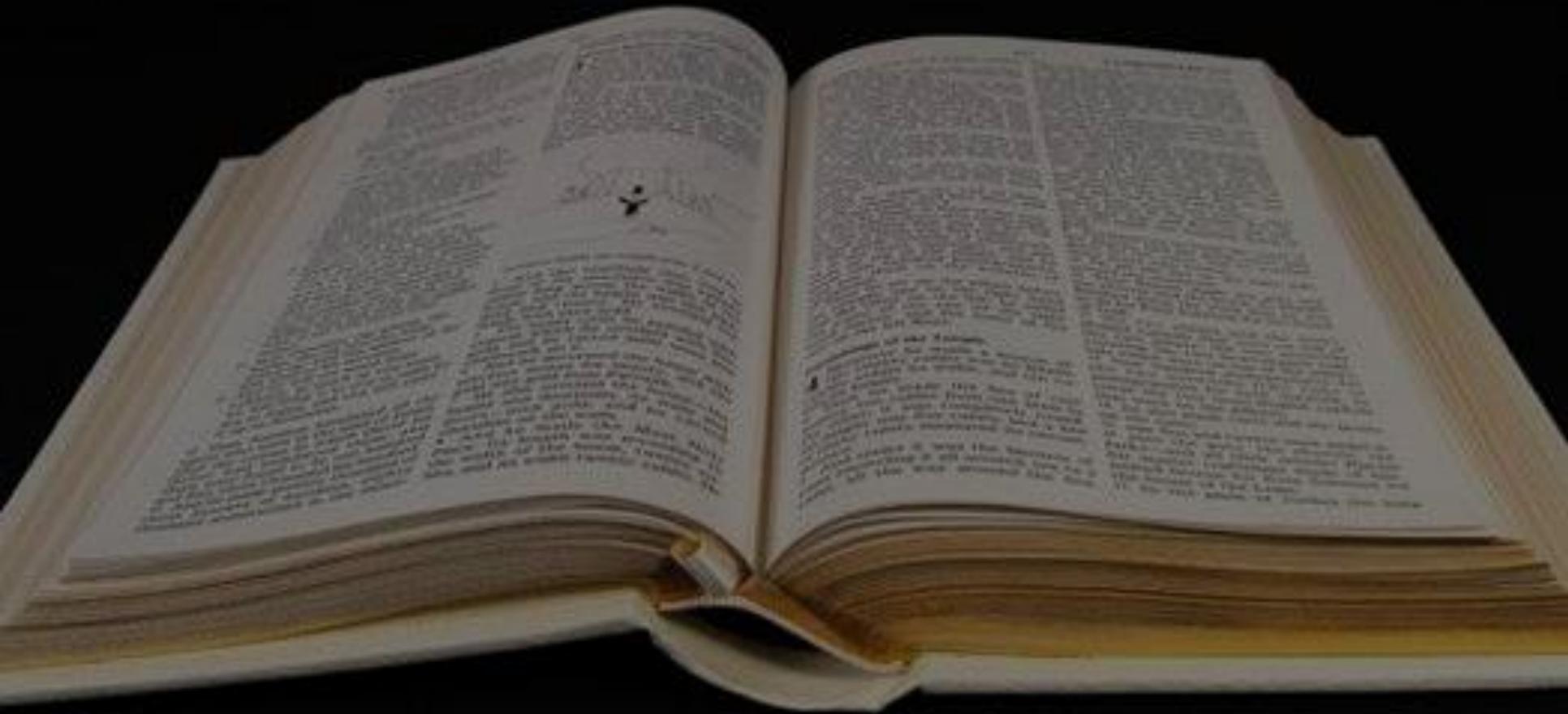
# Consensus Vision and Strategic Planning

A sunset over a body of water with a small boat in the distance. The sky is filled with colorful clouds in shades of orange, red, and purple, with the sun low on the horizon. The water is dark and reflects the colors of the sky. A small boat is visible in the middle ground.

**“The best way to  
predict the future is  
to create it.”**

Peter Drucker

# Strategic Planning is Biblical





Where there is  
no vision, the  
people perish.

Proverbs 29:18

## A process to:

1. manage the “busyness” of our Church without turning our Church into a “business”
2. define our strategy to allocate our resources to achieve our vision





**Must answer  
4 questions:**

- 1. Why do we exist?**
- 2. Where are we now?**
- 3. Where do we want to be?**
- 4. How will we get there?**

1. SWOT Analysis & EPA
2. WHY Statement
3. Core Values
4. Mission Statement
5. S.M.A.R.T. Goals
6. Vision Statement
7. Interim Goals & Interim Actions
8. Success Timeline
9. SMART Goal Accountability Process (“SMART GAP”)
10. Strategic Plan



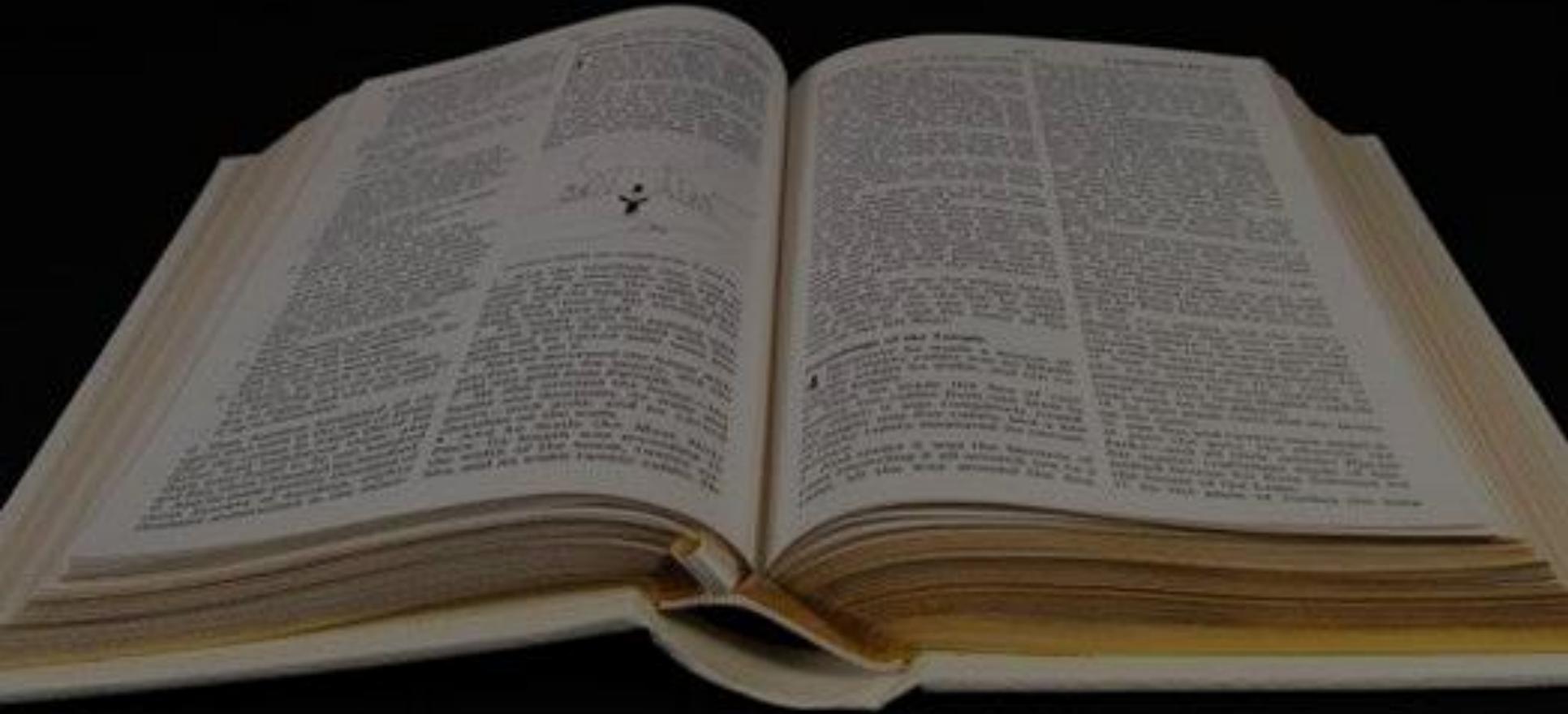
# 10 Strategic Plan Deliverables





**Once You Know Your WHY And Core Values,  
Life Becomes Much Easier To Live**

# 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.

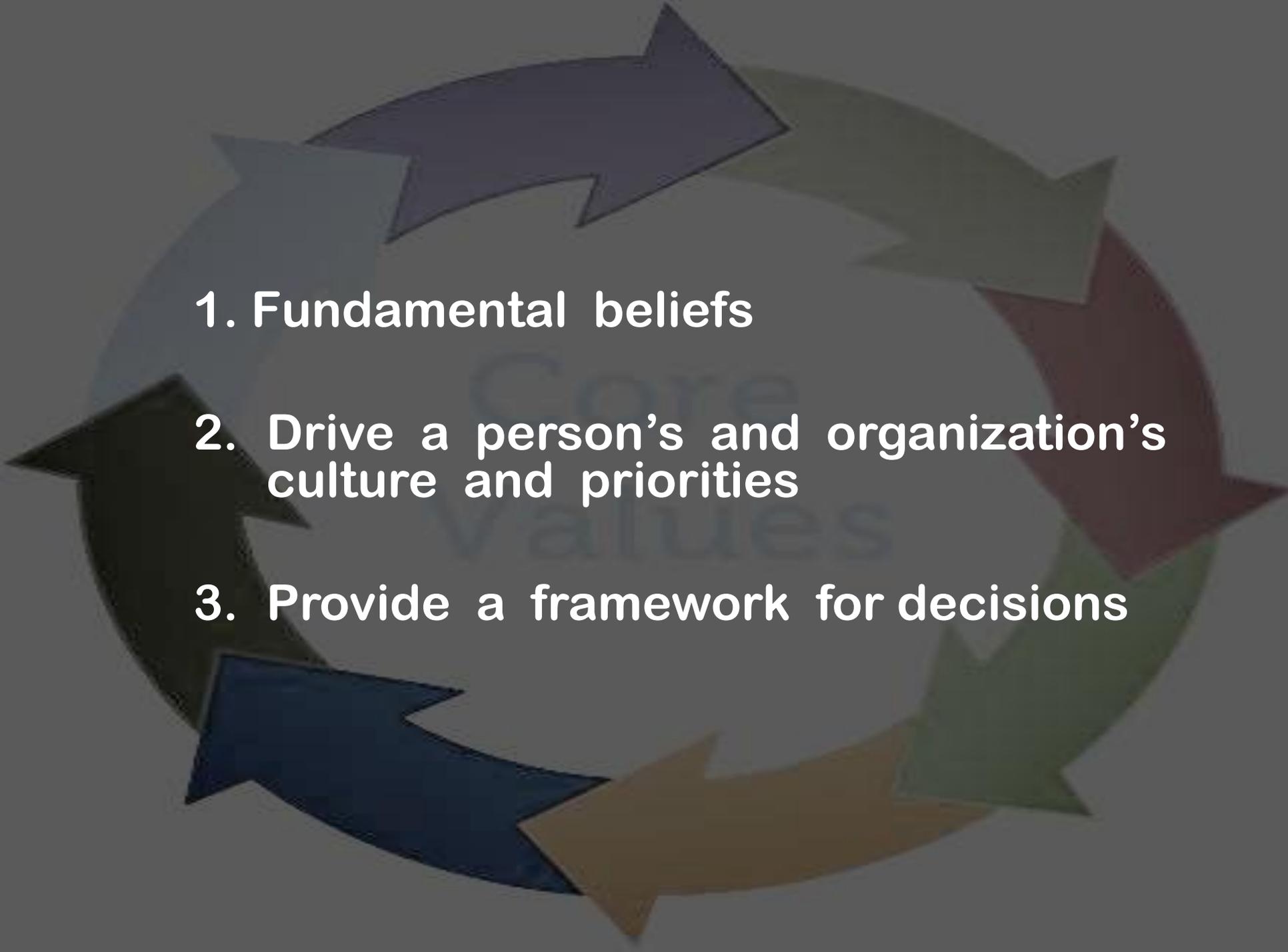
Blessed are the merciful  
for they shall obtain mercy.

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

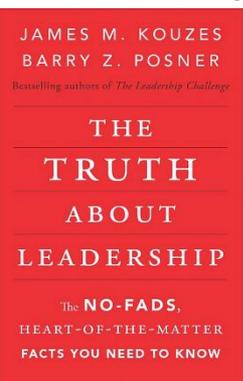


**1. Fundamental beliefs**

**2. Drive a person's and organization's culture and priorities**

**3. Provide a framework for decisions**

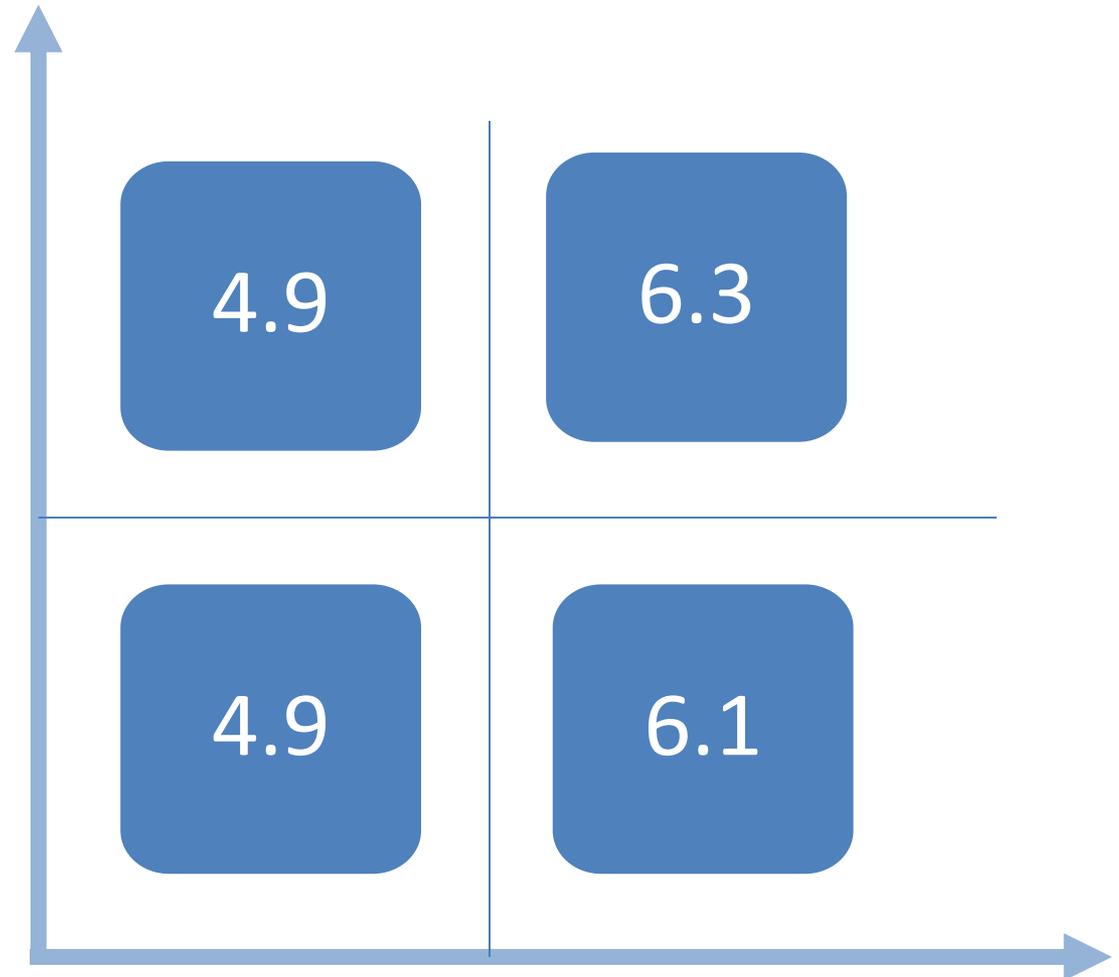
# Impact on Commitment of Values Clarity



**Clarity of  
Organizational  
Values**

**High**

**Low**



**Low**

**High**

**Clarity of Personal Values**

**Scale: High = 7  
Low = 1**

**Do you know your**





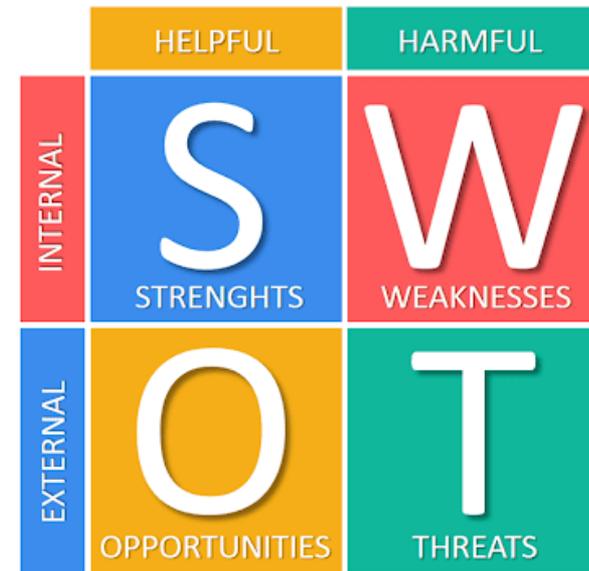
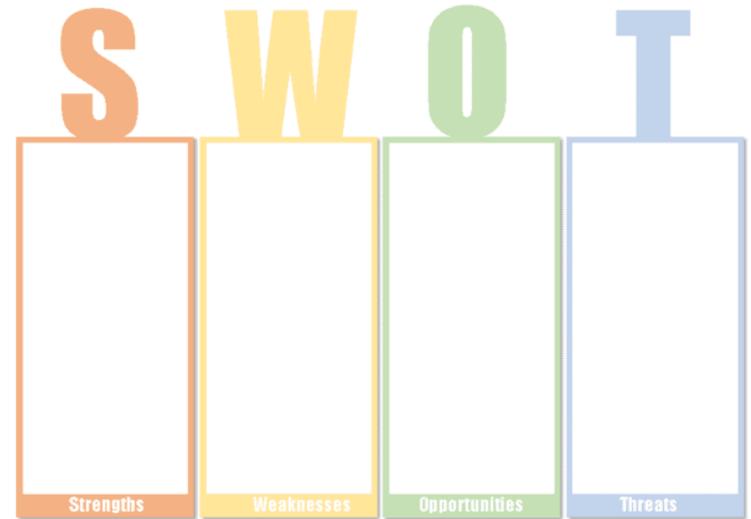
# Know Thy Parish or Ministry

# SWOT ANALYSIS

Answers strategic planning question where are we now?

~ First focus on INTERNAL Parish Strengths and Weaknesses

~ Second focus on EXTERNAL Opportunities and Threats that our Parish faces



# OMS EFFECTIVE PARISH MODEL



## THE SOLUTION

Empirical research identified 6 Operational Pillars and 30 Building Blocks that must be optimized to excellence in the most healthy and effective Orthodox Parish.

# A Roadmap for American Churches and People of Faith: W.W.J.D. (What Would Jesus Do?)

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For comprehensive and detailed explanation and practical examples you can implement, see:

## Chapter 7: The Stewardship Calling Vision and Strategic Positioning & Planning Comprehensive Process (pages 114 – 212)



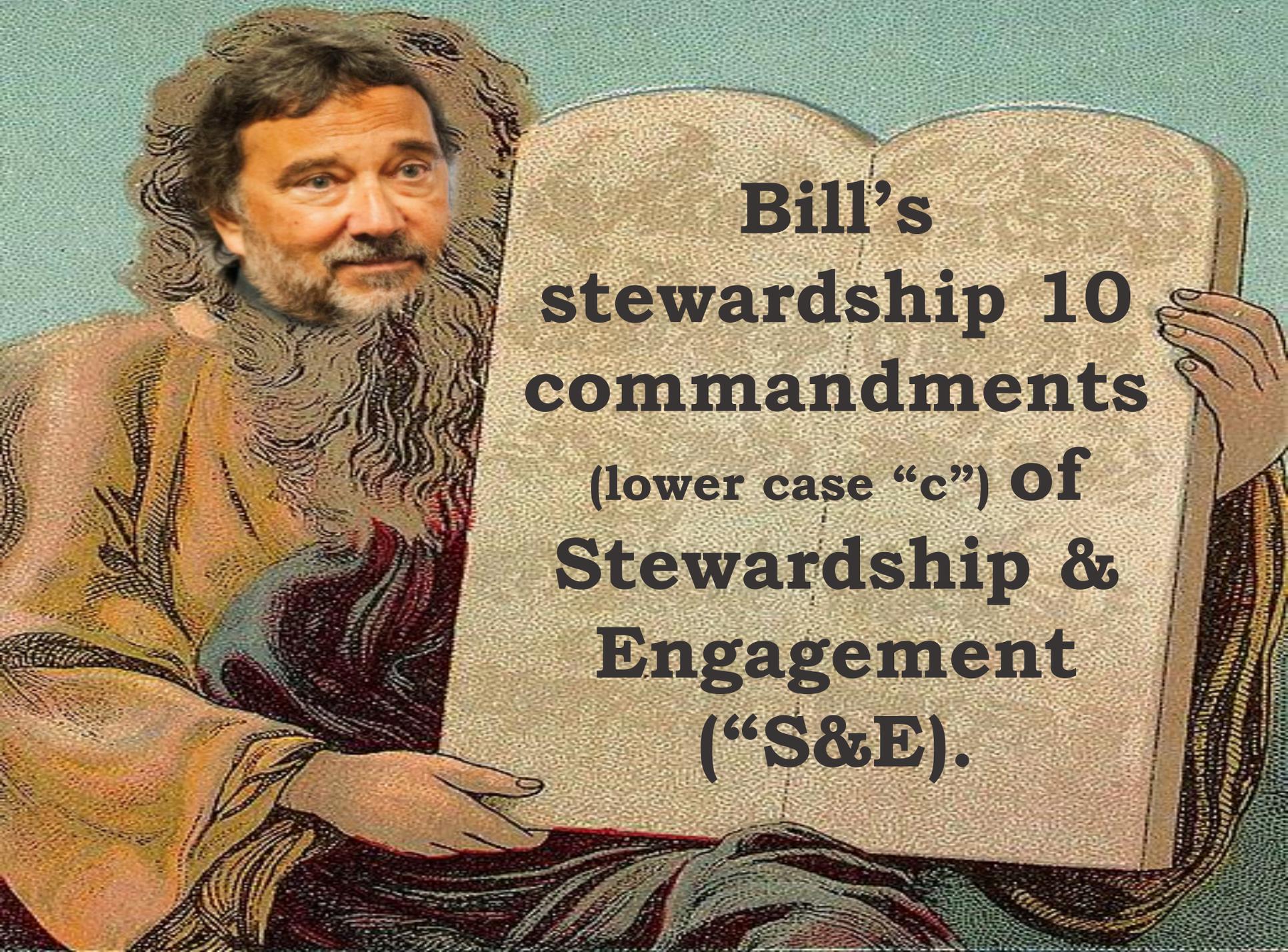
<https://stewardshipcalling.com/a-roadmap-for-american-churches-and-people-of-faith-w-w-j-d-what-would-jesus-do/>

# Stewardship and a Culture of Generosity & Engagement



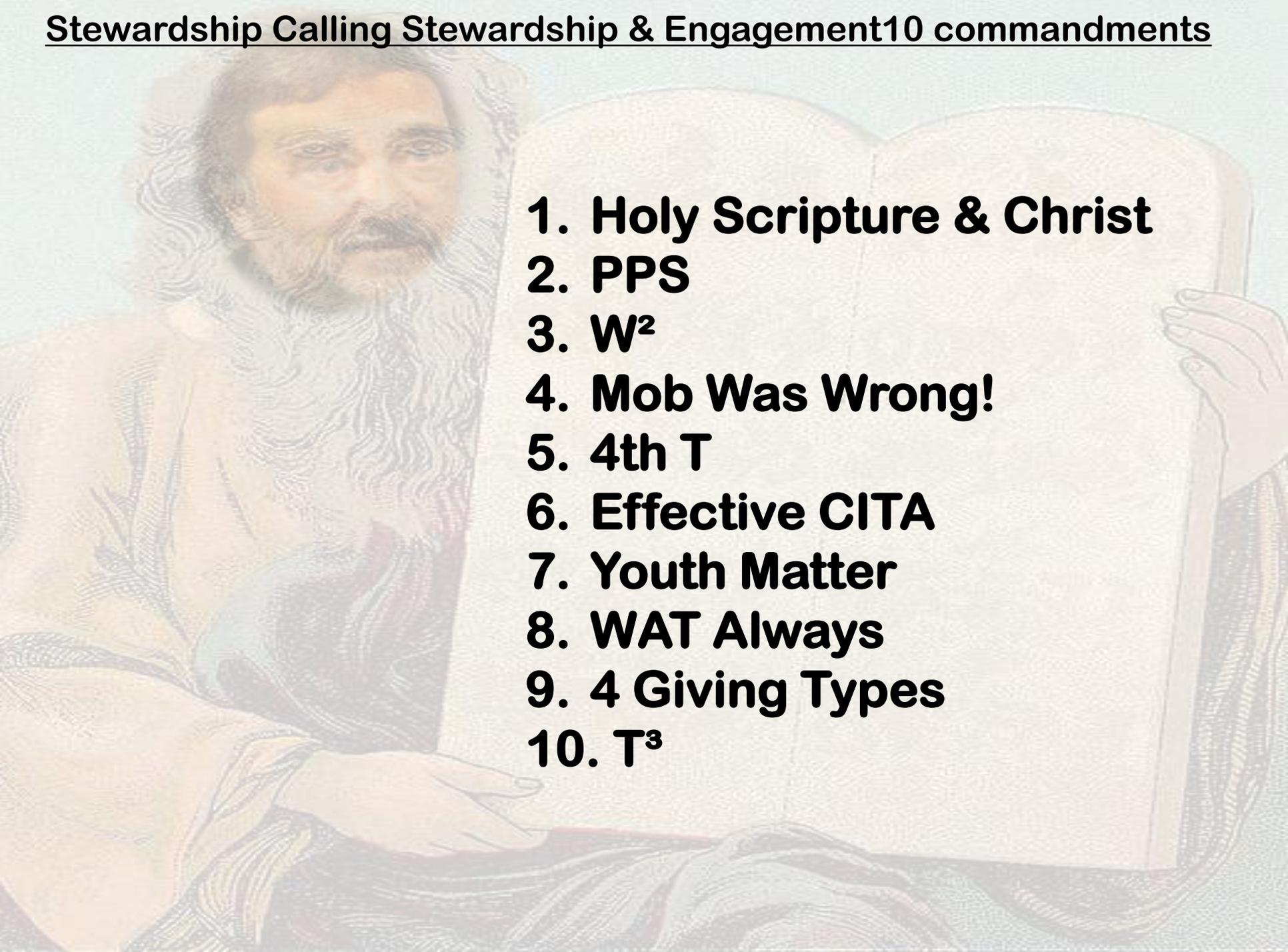
# Moses Gave Us God's 10 Commandments





**Bill's  
stewardship 10  
commandments  
(lower case "c") of  
Stewardship &  
Engagement  
("S&E").**

# Stewardship Calling Stewardship & Engagement 10 commandments

- 
- 1. Holy Scripture & Christ**
  - 2. PPS**
  - 3. W<sup>2</sup>**
  - 4. Mob Was Wrong!**
  - 5. 4th T**
  - 6. Effective CITA**
  - 7. Youth Matter**
  - 8. WAT Always**
  - 9. 4 Giving Types**
  - 10. T<sup>3</sup>**

A man with a long, wavy beard and hair, wearing a brown and red robe, is seated and holding a large, open book. The book is open to a page with text. The background is a light blue-green color.

### 3. “W<sup>2</sup>”

Own the Watch  
and you will  
own the Wallet  
(it’s all about  
engagement)

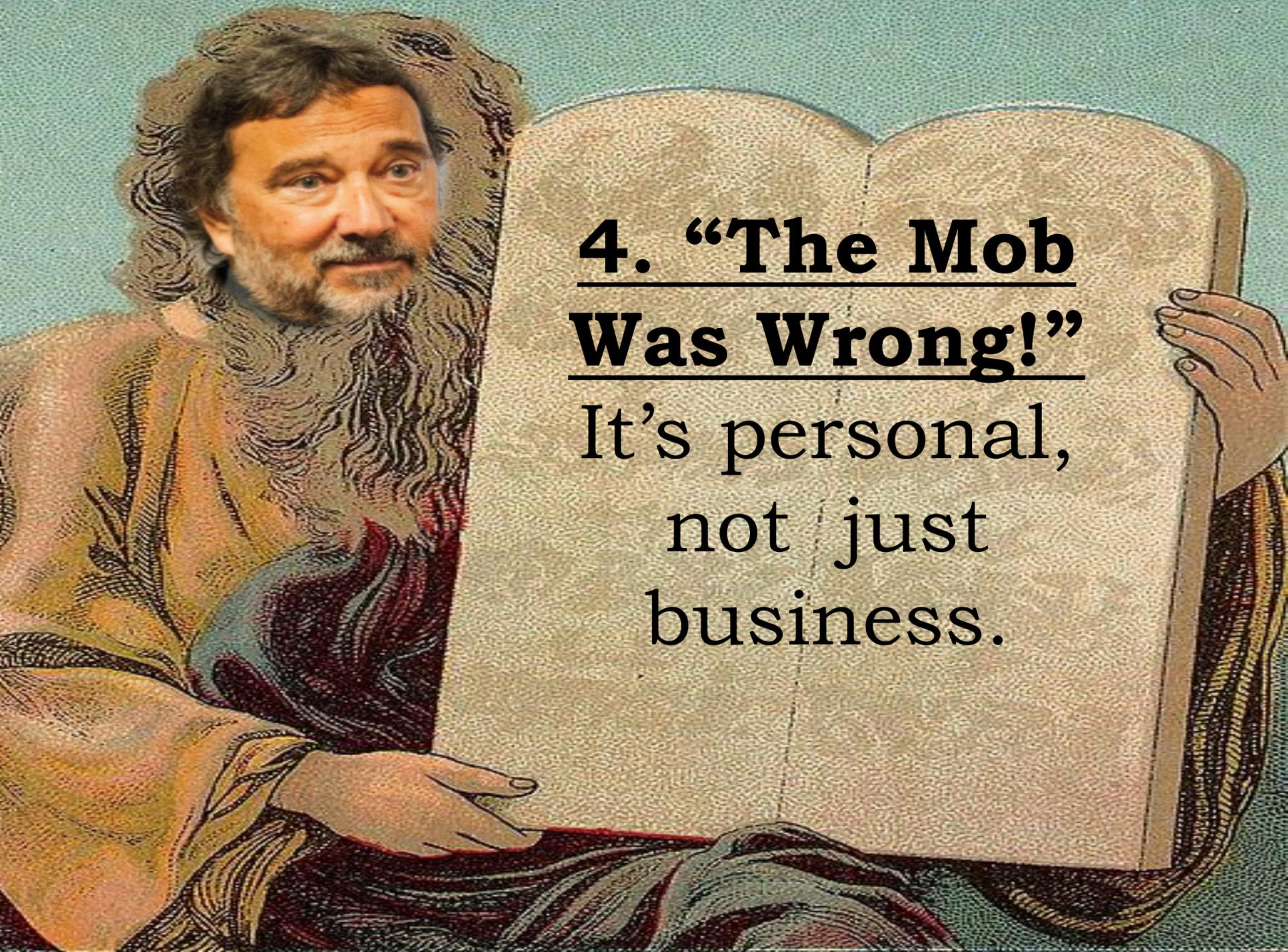


How much members give...

How many hours they volunteer...

How often they invite others...

...is more dependent on **engagement** than on any other factor.”

A man with a long, curly beard and hair, wearing a brown and red robe, is seated and holding a large, open book. The book is open to a page with text. The background is a light blue-green color.

**4. “The Mob  
Was Wrong!”**

It's personal,  
not just  
business.

# Stewardship Calling

wHoly Engaged

6-Step Process



A man with a long, curly beard and hair, wearing a brown and red robe, is seated and reading a large, open book. The book is held open by his hands. The background is a light blue-green color.

**5. The 4<sup>th</sup> “T”**  
**(the Tithe)**

A minimum of  
10% of your  
Time, Talents  
and Treasures.

# How To Start A Tithing Program

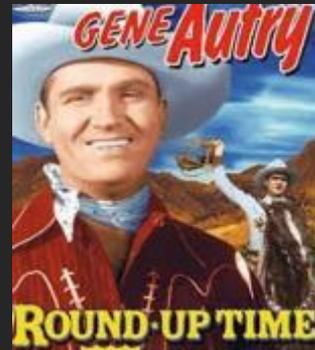
1. Teach tithing and % giving
2. Share the impact of lives improved
3. Leaders lead by example
4. Use the “ROUND-UP”



# How To Start A Tithing Program

## 4. Use The Roundup

- ~ Calculate what % of last year's income you donated to 1 decimal point (e.g. 0.7%)
- ~ This year, "round up" your donation to the next highest whole number percent of income (e.g. 1%)
- ~ Next year, add 1% more
- ~ Add 1% yearly until you reach 10%



# A Roadmap for American Churches and People of Faith: W.W.J.D. (What Would Jesus Do?)

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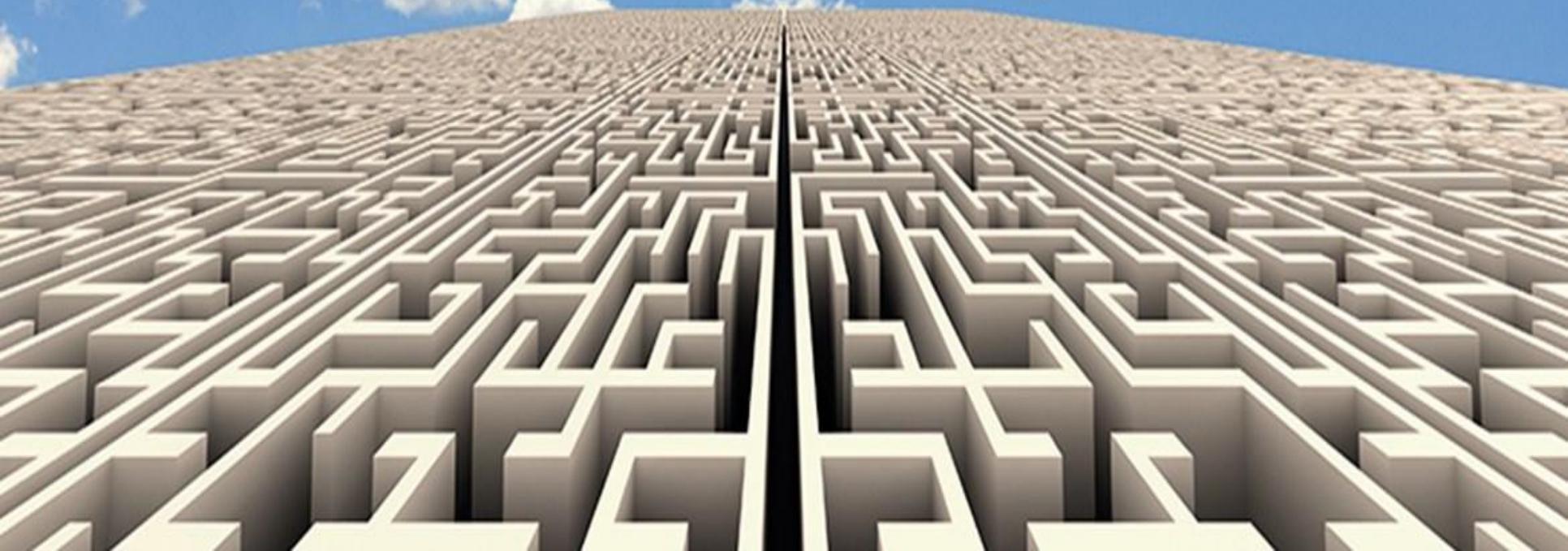
For more information, see:

**Chapter 10:**  
**Stewardship & Engagement**  
**Best Practices**  
**(10 commandments)**  
(pages 262 – 385)



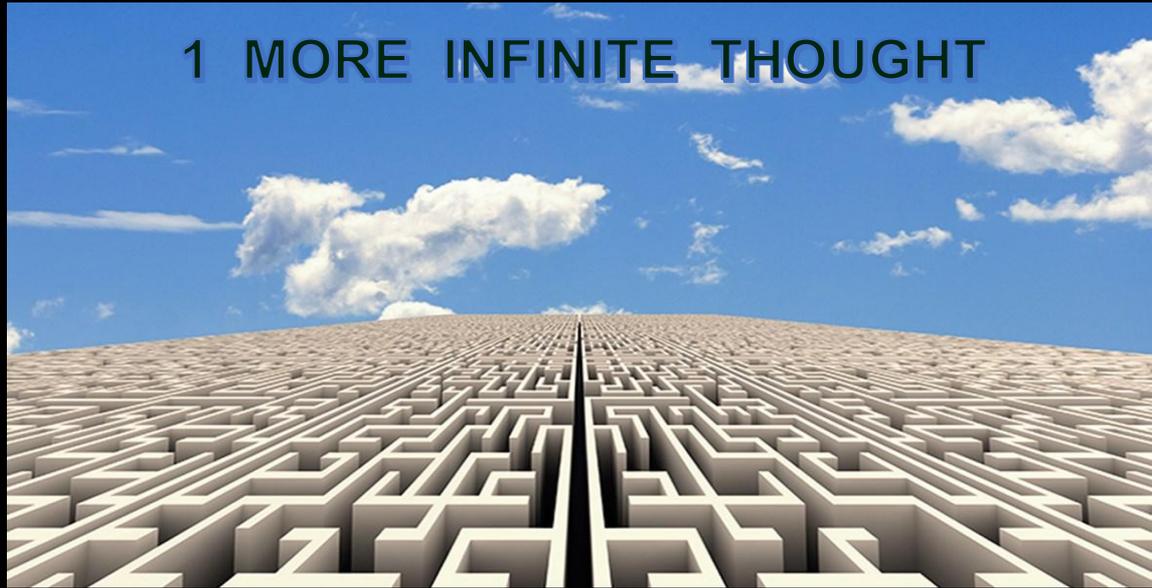
<https://stewardshipcalling.com/a-roadmap-for-american-churches-and-people-of-faith-w-w-j-d-what-would-jesus-do/>

# 1 MORE INFINITE THOUGHT



You are  
playing an  
 $\infty$  game...

1 MORE INFINITE THOUGHT



...not a  
finite game.

# FINITE GAME

- ~ players are known
- ~ rules are fixed
- ~ endpoint is clear
- ~ winners and losers are easily identified

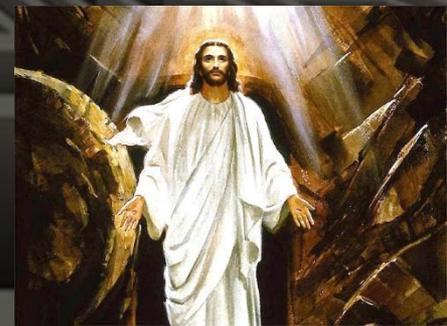
(like football or chess)



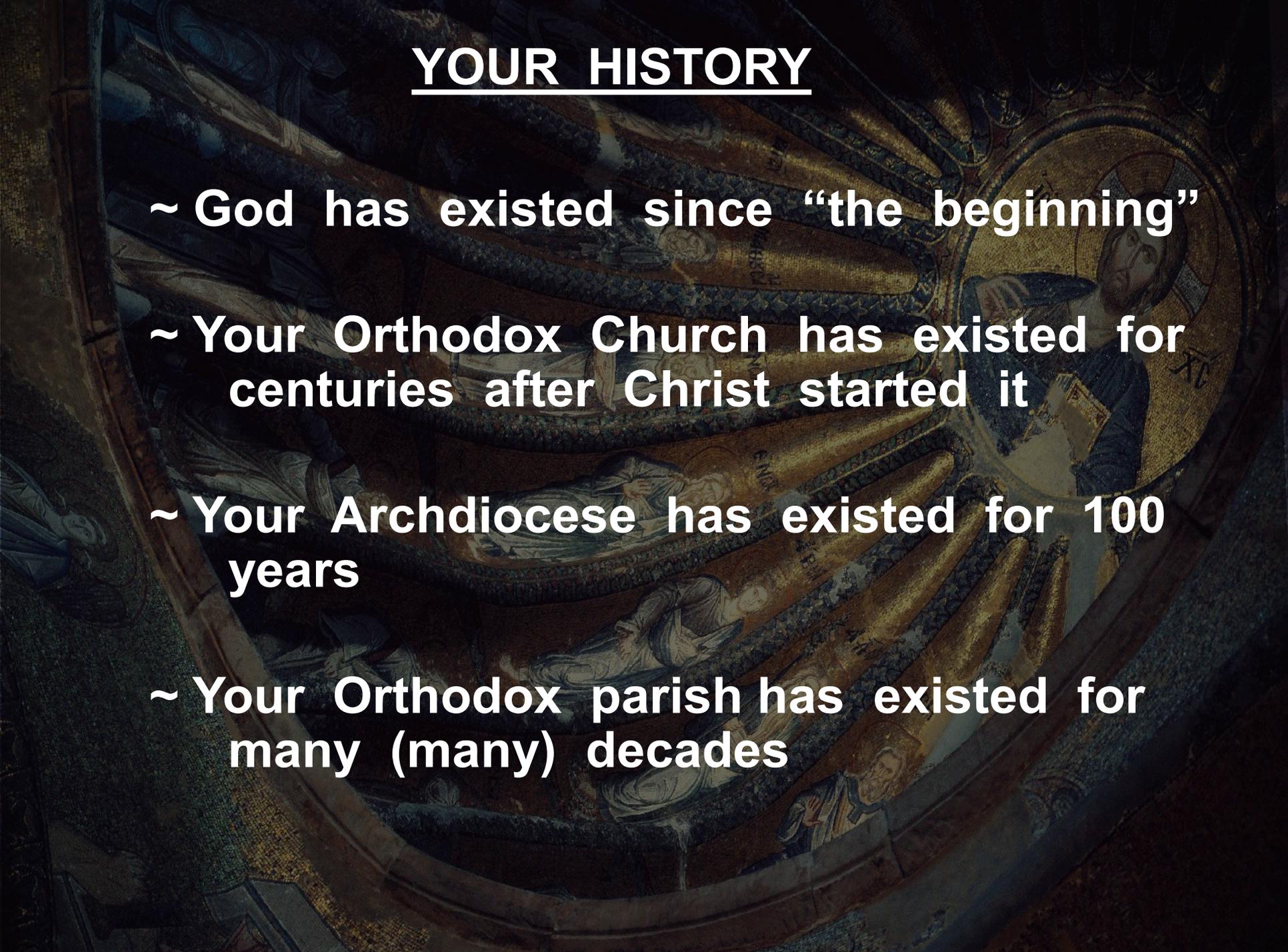
# INFINITE GAME

- ~ rules are changeable
  - ~ there is no defined endpoint
  - ~ players come and go
  - ~ there are no winners or losers
  - ~ there is only ahead and behind

(like life itself)



# YOUR HISTORY



- ~ God has existed since “the beginning”
- ~ Your Orthodox Church has existed for centuries after Christ started it
- ~ Your Archdiocese has existed for 100 years
- ~ Your Orthodox parish has existed for many (many) decades

# YOUR LAP

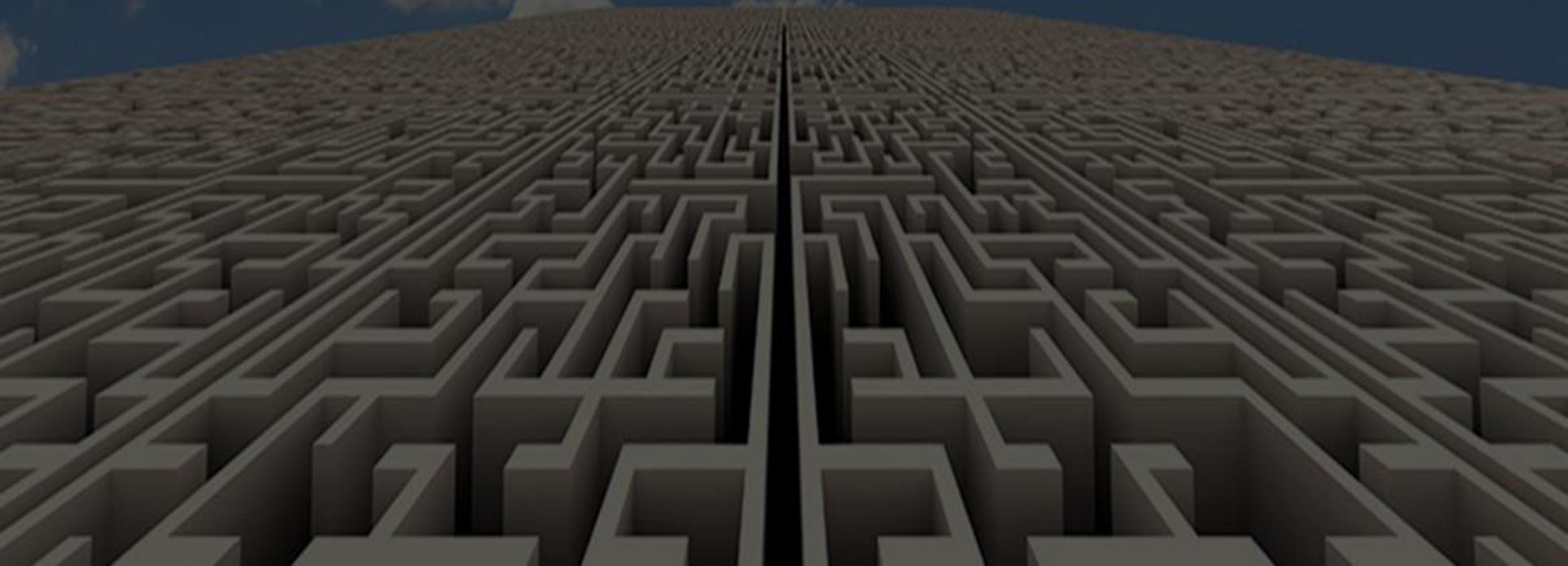
~ Prior leaders got you here

~ This is merely your lap

~ Run it well, and you bless  
future generations

*“..the time of my departure is at hand.  
I fought the good fight, I have finished  
the race, I have kept the faith.”*

**What do you  
plan on doing  
under your  
watch?**





## A Leader Leads By Example

“Leadership is not about  
personality. It’s about  
behavior”



Words may inspire, but only ACTION creates change. Most of us live our lives by accident - we live life as it happens. Fulfillment comes when we live our lives on purpose.

— *Simon Sinek* —

AZ QUOTES

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**WHAT WOULD  
YOU DO IF  
YOU WEREN'T  
AFRAID?**

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

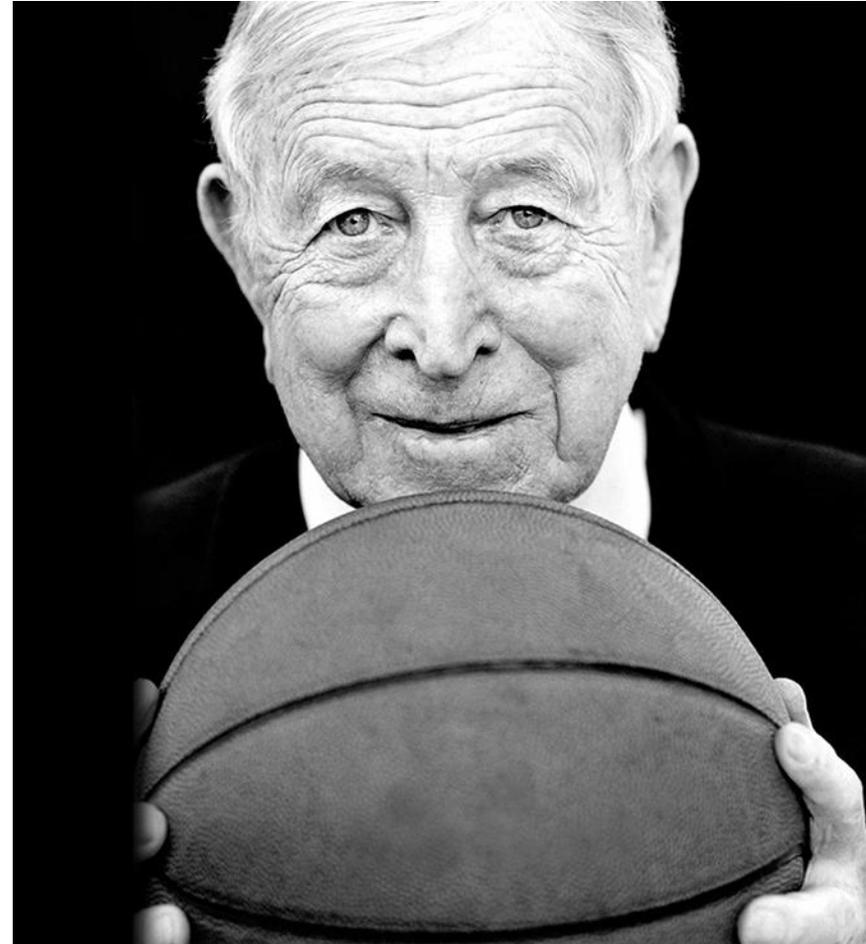
“If you keep doing what you’ve always done, you’ll keep getting what you’ve always got.”



Henry Ford

# John Wooden

**“Don't measure yourself by what you have accomplished, but by what you should have accomplished with your ability.”**



**Won 10 NCAA  
Championships in 12 years**

“The domain of  
the Leader is the



---

The work of the  
leader is  
change.”



Dr. James Kouzes

# Food For Thought

(courtesy of C. S. Lewis)

***“I believe there are too many practitioners in the church who are not believers.”***



***“In such a fearful world, we need a fearless church.”***



# 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**

Now, Lord,  
look on their  
threats, and  
grant to Your  
servants that  
with all  
boldness they  
may speak  
Your word!

Acts 4:29

**Fortune Favors The Bold...**



# TURN *the* PAGE



**There comes a day when you realize turning the page is the best feeling in the world.**

**Because you realize there's so much more to the book than the page you are stuck on.**





You Were  
NOT Called to  
Lead a Parish  
or Ministry

**You were called to lead  
people closer to Christ  
and each other.**

**“Either lead, follow  
or get out of the way.”**



**Ted Turner**



**Thomas Paine**



**General George S. Patton**



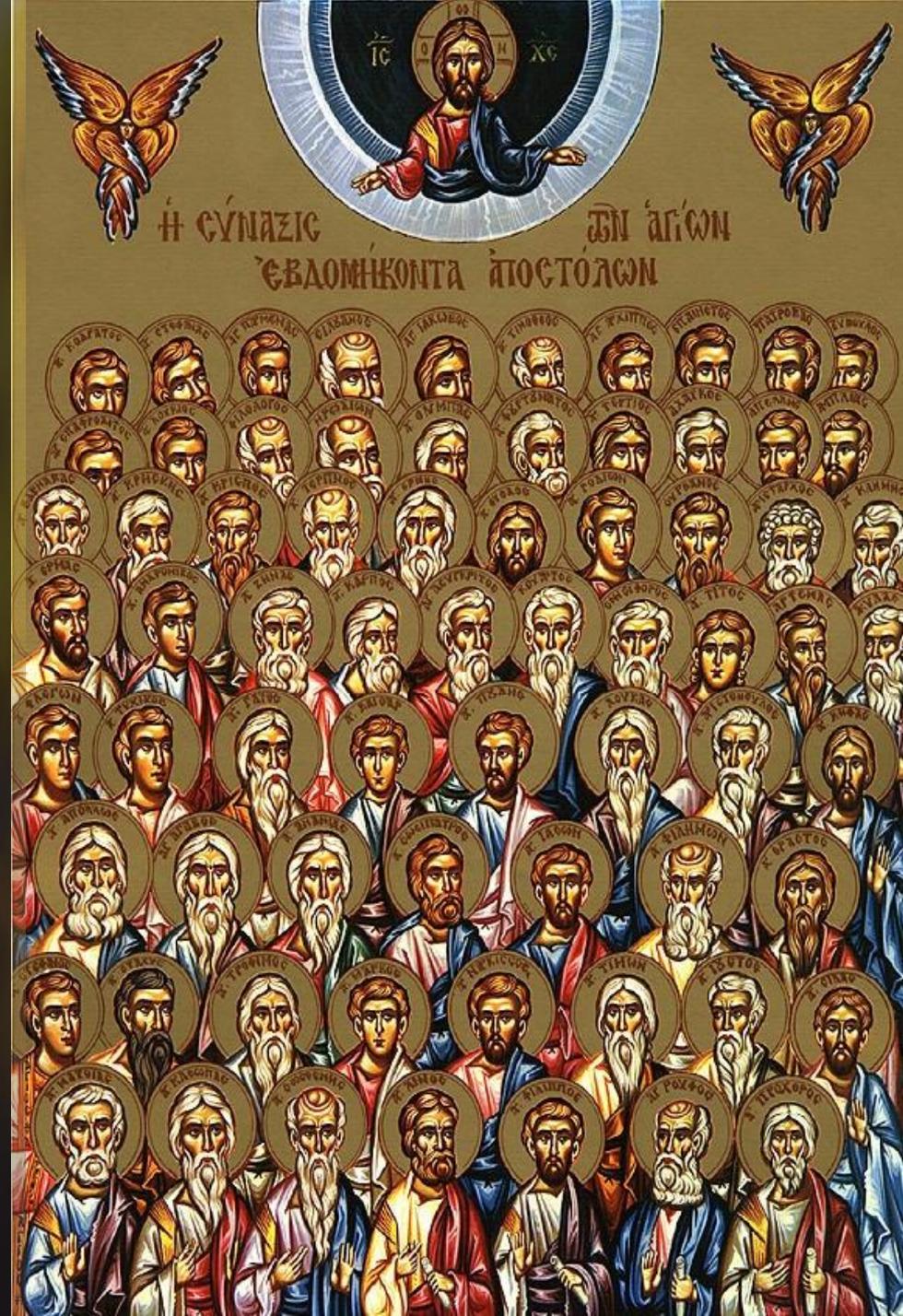
**Lee A. Iacocca**



**Bill Marianes**

You have  
been called  
as one of  
the 70  
Disciples

Luke 10:1





QUESTIONS  
ANSWERED  
HERE  
EVEN THE  
SILLY ONES

**Any Questions?**

***Leadership &  
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2025***

***Part 3 – Effective  
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