

Month 3 – Creating a Dynamic Strategic Plan for Your Church

Part A – Why do churches really need a strategic plan

- Most churches are not healthy
- Most church leaders have not been taught leadership skills
- Lack of direction is poor stewardship
- Direction and ministry placement must be aligned
- Financial giving follows direction
- Buildings are part of but not equal to a strategic plan
- Motivation and morale are often shaped by clear direction
- A slogan is not sufficient

Part B - Metrics & Methods for the Self-Exam

- Strategy Funnel
 - Vision
 - A broad understanding of the direction and priorities of the church
 - Recommended reading - Simple Church
 - Goals
 - Fewer goals are better
 - Sometimes as few as one
 - Have to be SMART
 - Worship attendance increase from 225 to 250 in one year
 - Strategy
 - Map to fulfill the goals
 - Increase intentional inviting of guests to church
 - Increase frequency of attendance of members
 - Action plan
 - Specific method for carrying out the strategy
 - Develop a new resident ministry
 - Invitation cards for members
 -
 - Increase small group attendance from 60% to 70%
 - Clarify attendance expectations in new member class
 - Get 50% of worship attendance involved in a ministry
 - Responsibility
 - Who is in charge of each action plan?
 - Resources
 - What does the person in charge need to carry out the action plan?
 - Accountability
 - Each action plan should have specific and measurable accountability
 - How many membership cards passed out?
 -
 - Has the membership class been changed to reflect the goal?

- Principles
 - The plan reflects reality
 - The plan is clear
 - The plan is simple
 - The plan has ownership and buy-in
 - The plan is not time consuming
 - The plan is action-oriented
 - The plan is dynamic