Strategic Planning Process

Church Process

First Steps: ✓ Put a Team Together ✓ Commit to a Timeline ✓ Ensure Commitment to the Process

Environmental Scanning

Strategic Issues:
Identify strategic issues to address

Community Data:
Demographic data
Ministry Footprint Data (geographic)
Current alignment & impact

Insights:
Congregational Insights
(Assess current satisfaction & future demands)
Community insights
(Determine current assessment of the organization)

Employee & Key Volunteer Input:
Determine strengths and weaknesses

SWOT:
Synthesize the data into summary SWOT items

Strategy Formulation

Mission:
Determine your ministry's core purpose

Values:
Identify your core values

Vision:
What does success for our ministry look like in 5 years

Ministry Advantages:
What uniquely differentiates our church from others in our area

Org-Wide Strategies:
Establish the approach for how our ministry will succeed

Long-Term Objectives:
Develop a 3-year balanced framework of 6 or fewer objectives

Forecast:
Develop a 3-year financial projection

Strategy Implementation

Use SWOT:
Process the SWOT to set points

Organization Goals:
Set short- to mid-term SMART goals (1+ yrs)

KPIs:
Select key performance indicators to track process

Department Goals:
Cascade org goals to departments (12 months)

Team Member Goals:
Cascade org dept goals to individuals

Budget:
Align a one-year budget with the plan

Strategy Evaluation

Rollout:
Communicate strategy to whole organization

Set Calendar:
Establish schedule for progress reviews

Leverage Tools:
Use Impact 360 to assess Leadership

Adapt Quarterly:
Hold progress reviews and modify

Update Annually:
Review end of year; plan next year