

## **OSGM (Objectives, Goals, Strategies and Measures)**

- Define what you want to achieve, and how you will get there.
- Divide aims into broad objectives, fixed and measurable goals, strategies to guide your actions, and measures to give you a direct way of monitoring your progress.

**Objective:** overarching breakthrough vision

- ❖ Stable, concise and linked to congregational mission (can also be your mission statement)
- ❖ Should be long-term and linked to values or fundamental principles

**Goals:** stepping stones to achieving higher level objective

- ❖ Specific, measurable, achievable, compatible
- ❖ Write them down, set target date for completion
- ❖ May often have financial implications
- ❖ List obstacles and risks
- ❖ Identify needs and process
- ❖ Make goals visible (physical, graphical)
- ❖ 90 day action plan most practical
- ❖ Reward or walk away. Determine walkaway point, if the goal wasn't right or the environment has changed. Rewards can be as easy as thank you and verbal recognition.
- ❖ Celebrate success and failure.

**Strategies:** choices we make to achieve our objective

- ❖ Where we choose to focus
- ❖ Should be flexible
- ❖ Ways you will deploy resources to achieve goals
  - Ex: stewardship moments, quarterly baptism classes, newcomers classes, special offerings, monthly welcome gatherings recommended for large size churches

**Measures:** numerical benchmarks on progress

- ❖ CSFs: Critical Success Factors
- ❖ KPIs: Key Performance Indicators used as checkpoints to determine if strategies are working.
  - Ex: annual comparison of pledge data, quarterly assessment of class participation, monthly evaluation of outreach donation trends, quarterly statements, seasonal review of baptisms, confirmation & reception data

## **HOW TO CREATE AN OGSIM PLAN**

- Easy to implement
- One page

- Carefully and accurately define terms
- All stages of the model should be strategically aligned, so that all efforts feed back to overall objectives.
- All stakeholders need to be a part of the initial planning.
- Helpful for our size to bring in a consultant, invite all parishioners, use sticky notes
- Publish plan, ask for prioritization from entire parish
- Have another all parish meeting to request feedback, ask what is missing
  - Have another followup with lay leaders and staff to fill in details, continue refining
  - Ask: is this goal reasonable, doable, reasonable? Kpi? More or less resources?
- Use “dot” method for prioritization