



THE VISION/TRACTION ORGANIZER™

Organization Name: Peace Luth Church
Otsego

VISION

CORE VALUES	1. worship 2. community - family, clan/extended family, neighbors, and city 3. independence 4. genuine, honest 5.	3-YEAR PICTURE™
CORE FOCUS™	Purpose/Cause/Passion: bring people the gospel of Jesus Our Niche: loving family, friends and neighbors who aren't loved	Future Date: 12/31/2025 Revenue: \$165K Profit: -\$15K Measurables: What does it look like? - 1 pastor, 1 competent musician, 1-2 average musicians, 2 beginners - training church - part time cleaning, no admin - 1 service 100-120 people (why?) - stronger sense of community - 2-3 levels of kids class, plus high school - 90% of services are 90% correct - 10 new people per year? how?
10-YEAR TARGET™	decent attendance, financially sound, spiritually sound, better balance between using resources on the facility and the rest of the ministry/location, (unique subset of Otsego-Plainwell)	
MARKETING STRATEGY	Target Market/The List™: 3 Uniques™: 1. 2. 3. Proven Process: Guarantee:	



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T R A C T I O N

1-YEAR PLAN	ROCKS	ISSUES LIST
Future Date: 12/30/2022 Revenue: \$150,000 Profit: \$-37.00 Measurables: pastoral contacts, first time gue Goals for the Year: - Others: attendance, offerings - Create worship/vision strategy - Increase worship attendance to 85 - provide pastoral care for all attendees - help some seniors take next steps - run Financial Peace at least twice - Finish bylaws update	Future Date: 9/30/22 Revenue: \$115,969 Profit: Measurables: Rocks for the Quarter:	1. sound system Jessica Vandenberg winddown 2. maintenance coordinator 3. first time guests 4. _____ 5. _____ 6. _____ 7. _____ 8. maintenance team that doesn't just 9. _____ 10. keep up but improves Prioritize - Identify - Discuss - Solve