

STRATEGY

REVISION OF THE LEADERSHIP PATHWAY AND VISION

WHY DID PAUL WRITE ROMANS?

- He was being strategic about raising support and also the region to take the Gospel to as well as the church to make his base.

WHAT IS STRATEGY?

- When we have freedom in ministry to choose how/what to implement we are in the context of strategy
- Coming up with a broad plan of ideas worth pursuing (Or Not) and whether we are capable of accomplishing it
- Strategic thinking as an over-arching concept is guided by values, begins with where we are going and then moves into where are we now and how can we get there...
- Strategy simply it has Two Components – Now? & How?

WHAT ARE THE RISKS OF STRATEGY?

- Focus on what I can do, not God's sovereignty

STRATEGIC THINKING FRAMEWORKS

1. Where are we NOW/(current trajectory)?
2. WHERE do we want to go (vision)?
3. HOW will we get to where we want to go?

4D Framework	<i>Now</i>	<i>How</i>
<i>Theory</i>	2. DIAGNOSIS	3. DIRECTION
<i>Reality</i>	1. DATA	4. DO NEXT

1. DATA (NOW Reality)

It's important to note that part of gaining a picture of where we are now is also thinking about how things might be changing in the future. For example If you have the goal to plant a church in the best location for gospel growth – you won't just want present data, but you will also want future data around development of suburbs, population growth, etc.

"Get on the Balcony"

- **Questions**
 - o Do we have a problem? Is there a need that's not being met? Could we be improving on something we are already doing? Is there an opportunity we are missing out on?
 - o What

- **People, Proclamation & Prayer (Subjective/Spiritual)**
 - Because of the unseen spiritual realities of ministry our Data will often be intuitive and in the process of conversations, teaching the Bible, praying for church, etc.
 - “Current Realities of the Flock”
- **Metrics/Data (More Objective)**
 - Trend Data (importance of good data)
 - Demographic Data
 - Survey Data
 - Goal Data
- **SWOT Analysis (More Subjective)**
 - Need to clearly define what you are assessing
 - Discussion/Visual
 - Strengths and Weaknesses are more Internal
 - Opportunities and Threats are more External
- Examples...

2. DIAGNOSIS (NOW Theory)

- What is causing or contributing to the Data?
 - Bring clarity to the problem (Don't be reductionistic/simplistic)
 - Strategy
 - Knowledge/Skills
 - Motivations (Spiritual)
 - Obstacles (External)
 - Technical vs Adaptive
- Examples...

3. DIRECTION (How Theory)

- **Coming up with Options**
 - What could we do to address these current issues/opportunities?
- **Brainstorm (Exhaustive)**
 - Quick, free-flow of ideas
 - Dream: If I had all the resources in the world... Think out of the Box
 - Visual
 - Suspend all Judgments (No knock backs)
 - Quantity, not quality
- **Story-Boarding**

- o 5-25 people
- o Begins with Brainstorming
- o Prioritise Ideas, Remove outrageous ones and Look Trends or Themes
 - Vote on most important ideas
- **Pros/Cons**
- **Cost/Benefit(Impact)**
- **Scale 1-10**
- **Outside Consultant**
 - o Must be led by the outside person

4. DO NEXT (How Reality)

- Setting Goals
 - o Looking at our Trend Data
 - o Output/Input Goals
 - o Objective/Key Results
- Act on Input Goals
 - o Prioritisation (Urgent/Important), Sequencing
 - o Gantt Chart / Deadlines
- Compelling Scorecard
- Cadence of Accountability