

# Journey Leadership Seminar

## DEVELOPING A SUCCESSFUL CHURCH STRATEGY

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## DEVELOPING A SUCCESSFUL CHURCH STRATEGY

**Why?** A successful strategy will help you be more \_\_\_\_\_ FAITHFUL \_\_\_\_\_ and more \_\_\_\_\_ FRUITFUL \_\_\_\_\_ with what God has called you to do.

### Biblical Foundations of Strategy

- Genesis 1
- Joshua
- 1 Samuel
- 2 Samuel
- 1 Kings
- 2 Kings
- Nehemiah
- Jesus sending out the Disciples
- The Great Commission
- Acts 1:8
- God's Redemptive Strategy

### Modern Day Examples of Strategy

- \_\_\_5 Day Work Week\_\_\_
- \_\_\_Sunday School\_\_\_\_\_
- \_\_\_McDonalds\_\_\_\_\_
- \_\_\_Purpose Driven\_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## A Good Definition of Strategy

Strategy:

\_\_\_\_\_ A strategy is simply a logical plan that gets you from where you are to where God wants you to be. \_\_\_\_\_

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A good strategy is like a good system. And a good system is something that:

S \_\_AVES  
Y \_\_OU  
S \_\_TRESS  
T \_\_TIME  
E \_\_NERGY  
M \_\_ONEY

Example of Everyday Systems:

- A **Strategy** is a single system formatted on paper!
- A **Strategic System** is the alignment and on-going improvement of all strategies in an organization.

## Why Develop A Strategy?

(1) A strategy is a document of \_\_\_\_\_ FAITH \_\_\_\_\_.

(2) A successful strategy provides \_\_\_\_\_ STRUCTURE \_\_\_\_\_.

(3) Developing a strategy forces you to \_\_\_ THINK ON PAPER \_\_\_\_\_.

(4) A strategy provides \_\_\_\_\_ FOCUS \_\_\_\_\_.

(5) A strategy is good for \_\_\_ YOUR TEAM \_\_\_\_\_.

(6) A strategy saves you \_\_\_\_\_ TIME \_\_\_\_\_.

(7) A strategy makes it easier to \_\_\_ ASK OTHERS FOR HELP \_\_\_\_\_.

(8) A lack of strategy will limit your churches growth.

## Principles of Developing a Successful Strategy

(1) The Principle of **APPLIED EFFORT**.

(2) The Principle of **RELEVANT APPLICATION**.

(3) The Principle of **POST-COMPLEXITY SIMPLICITY**.

(4) The Principle of **DIRECT COMMUNICATION**.

(5) The Principle of **TEAM EFFORT**.

(6) The Principle of **HOLY RELIANCE**.

- Church Strategies aren't so much written as they are discovered

## The Eight Systems of a Church

- Each system ‘deserves’ a strategy

### THE \_\_\_ WEEKEND SERVICE\_\_\_ SYSTEM - **SWITCH**

*“How we plan, execute and evaluate the weekend service(s) at our church”*

### THE \_\_\_ MARKETING\_\_\_\_\_ SYSTEM

*“How we attract people to our church”*

### THE \_\_\_ ASSIMILATION\_\_\_\_\_ SYSTEM

*“How we move people from first time guests to members at our church”*

### THE \_\_\_ SMALL GROUPS\_\_\_\_\_ SYSTEM

*“How we fill and reproduce small groups at our church.”*

### THE \_\_\_ MINISTRY\_\_\_\_\_ SYSTEM

*“How we mobilize people for significant ministry at our church.”*

### THE \_\_\_ STEWARDSHIP\_\_\_\_\_ SYSTEM

*“How we develop extravagant givers at our church.”*

### THE \_\_\_ LEADERSHIP\_\_\_\_\_ SYSTEM

*“How we develop leaders at all levels at our church.”*

### THE \_\_\_ STRATEGIC\_\_\_\_\_ SYSTEM

*“How we constantly evaluate and improve our church”*

## **Two Types of Strategies**

1) On-going strategic systems (e.g. Assimilation, Weekend Services)

2) Time Bound Strategies (e.g. Marketing, Small Groups)

### **Key Question:**

What Strategy Am I Writing?

## **Prayer and Strategy Development**

## Elements of a Successful Strategy

(1) Vision statement

(2) Mission statement / Purpose Statement

(3) Core Values

(4) Overall Goal

(5) Major objectives


Example of Major Objectives:



(6) Goals

(7) Tasks

(8) Budget

(9) Calendar

Who is on this strategy team? Who will lead?

What is the time line for this strategic development process?

How often will the team meet?

## SAMPLE STRATEGY

A Resource from Nelson Searcy  
www.epicteam.org

VISION STATEMENT

MISSION / PURPOSE STATEMENT / CORE VALUES

OVERALL GOAL

I. MAJOR OBJECTIVE TITLE: 1 – 3 Sentence Description      \$

a. Goal 1      \$

i. task 1      \$

ii. task 2      \$

iii. task 3      \$

b. Goal 2      \$

i. task 1      \$

ii. task 2      \$

iii. task 3      \$

c. Goal 3      \$

i. task 1      \$

ii. task 2      \$

iii. task 3      \$

II. MAJOR OBJECTIVE TITLE: 1 – 3 Sentence Description \$

- a. Goal 1 \$
  - i. task 1 \$
  - ii. task 2 \$
  - iii. task 3 \$
  
- b. Goal 2 \$
  - i. task 1 \$
  - ii. task 2 \$
  - iii. task 3 \$
  
- c. Goal 3 \$
  - i. task 1 \$
  - ii. task 2 \$
  - iii. task 3 \$

III. MAJOR OBJECTIVE TITLE: 1 – 3 Sentence Description \$

- a. Goal 1 \$
  - i. task 1 \$
  - ii. task 2 \$
  - iii. task 3 \$
  
- b. Goal 2 \$
  - i. task 1 \$
  - ii. task 2 \$
  - iii. task 3 \$
  
- c. Goal 3 \$
  - i. task 1 \$
  - ii. task 2 \$
  - iii. task 3 \$









## **Editing Your Strategy**

1. Add Titles
2. Limit Major objectives and Goals to 1 – 3 sentences
3. Write Goals and Tasks in SMART language

S  
M  
A  
R  
T

4. Prioritize
5. Proof / Re-write

## **Budget and Calendar**

## **Constant and Never-Ending Improvement**

## **Getting Started:**

1. Work on your strongest system first
2. Work the process from start to finish once

## THE PRINCIPLE OF SPIRITUAL READINESS

God does have a logical plan to get you from where you are to where He wants you to be. As you well know, there is no better place to be than in the middle of what God wants to accomplish through your church. Thanks for dreaming big dreams. Thanks for doing the hard work of putting together a strategy. Thank you for following God's leadership.

## **Developing A Successful Church Strategy: A Selected Bibliography**

A Resource from Nelson Searcy

[www.epicteam.org](http://www.epicteam.org)

Ministry Nuts and Bolts by Aubrey Malphurs

<http://www.amazon.com/exec/obidos/ASIN/0825431905/epic03/>

Turbo Strategy by Brian Tracy

<http://www.amazon.com/exec/obidos/ASIN/0814471935/epic03/>

Advanced Strategic Planning by Aubrey Malphurs

<http://www.amazon.com/exec/obidos/ASIN/0801090687/epic03/>

Strategic Planning for Nonprofit Organizations by Allison and Kaye

<http://www.amazon.com/exec/obidos/ASIN/0471445819/epic03/>

Transitioning by Dan Southerland

<http://www.amazon.com/exec/obidos/ASIN/0310242681/epic03/>

Planting a High Definition Church by Ron Sylvia

Available from [www.epicteam.org](http://www.epicteam.org) or 800-264-5129

Master Planning by Bobb Biehl

<http://www.amazon.com/exec/obidos/ASIN/0805460969/epic03/>

Courageous Leadership by Bill Hybels

<http://www.amazon.com/exec/obidos/ASIN/031024823X/epic03/>

The Purpose Driven Church by Rick Warren

<http://www.amazon.com/exec/obidos/ASIN/0310201063/epic03/>

See also:

[www.epicteam.org](http://www.epicteam.org)

[www.churchtransitions.com](http://www.churchtransitions.com)

[www.purposedriven.com](http://www.purposedriven.com)

[www.leadnet.org](http://www.leadnet.org)

[www.malphursgroup.com/](http://www.malphursgroup.com/)

[www.smartleadership.com](http://www.smartleadership.com)