



To Spread the Power

by George Hunter



A presentation of material in chapter 8:

Strategic Planning for a Church's Future



Introduction

- “Deepening and widening the work of God”
- The need for organization and planning in the church.
 - Usefulness of a check point like an annual assembly or conference

Why Rethink Our Planning?

- “The activity trap”
- Life of groups and organizations on 4 levels:
 - Objectives and priorities
 - Roles and responsibilities
 - Procedures and processes
 - Interpersonal relations and behaviors

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Some questions

- If your church gets where it's going, where will it be?
- What will this church be like when it grows up?
- What is the purpose of the church?

What kind of Planning?

- Planning: mental creation of the future we intend
- Four postures a church can take:
 - Reactive: Go back to prior state
 - Inactive: Few risks
 - Preactive: Try to predict future
 - Interactive: Impact future

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Planning from Interactive Stage

- Two levels
 - strategic planning
 - operational planning

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A Strategic Planning Process

Components

- Church and community identification
- Situation Analysis
- Strategic Framework
- Mission Statement
- Objectives / Goals
- Strategies
- Programs / Activities
- Operational Plan

Church and Community Identification

- Basic types of churches
 - Downtown Old First Church
 - Neighborhood Church
 - Metropolitan Regional Church
 - Special Purpose Church
 - Town Church
 - Open country Church

Situation Analysis

- Gather data about the church and the community
- Data should include: gender, age spread, education, and socioeconomic-vocational status
- WOTS UP:
 - Weaknesses, Opportunities, Threats, and Strengths that will Underly your Planning

Strategic Framework

- Tasks
 - to identify the areas where they could make a difference but aren't doing it as expected
 - to identify the church's stakeholders
- The goal is to identify the best plan that will be implemented.

The Mission Statement

- Effective mission statements are:
 - Brief
 - Simple
 - General
 - Energizing

Objectives and Goals

- Flow from mission statement
- Each objective should be matched with one or more goals
- SAM:
 - useful goals are Specific, Attainable, and Measurable
- People need to own goals

Strategies

- Strategy: The broad action you take to move toward achieving goals
- Five previous chapters
 - Identifying and reaching receptive people
 - Reaching out across social networks
 - Multiplying units as recruiting groups
 - Ministering to the needs of people
 - Building culturally indigenous forms of ministry

Programs and Activities

- “Tactics”- implement the strategy
- Best programs are homegrown

Operational Plans

- Phase two of planning process
- Answers question: “Who will do what by when?”

And remember that it is
up to Him!

