

WORKING YOUR PLAN

Designing and Implementing a Christ-Centered
Strategic Plan for Your Life or Organization

1 Corinthians 3:7-9

GET STARTED



MEET YOUR PRESENTER



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WHOSE PLAN ARE YOU **FOLLOWING?**

Where do you usually begin when developing an organizational or personal strategic plan?



THE QUESTIONS THAT NEED ANSWERS

1. Is this what the Lord requires?

If you are currently operating from a strategic plan that isn't based in scripture, do your goals align with God's?

2. Who benefits from our success?

Does your organization or church stand to have more engaged members if you succeed? If so, what will they be engaged in?

3. Is our plan achievable?

Have you set forth goals, strategies and tactics that your organization can actually achieve in the stated time frame?

4. Are the right people on the hook?

When choosing who will be accountable for success, are you tapping the people who have gifts in these areas?

5. What does the research say?

Before you set your goals, did you research the landscape around you? What did you find out?

6. How will I measure success?

Does your plan have an evaluation mechanism built in to help determine success at intervals i.e. 30/60/90 days?

STARTING FROM THE TOP



1 CORINTHIANS 3:7-9

7 So neither the one who plants nor the one who waters is anything, but only God, who makes things grow. **8** The one who plants and the one who waters have one purpose, and they will each be rewarded according to their own labor. **9** For we are co-workers in God's service; you are God's field, God's building.



GOOD PLANTERS REMEMBER WHOSE GARDEN IT IS.

When starting the strategic planning process, remember to align your goals with those of God. Begin with a Bible study related to areas in which you are trying to grow personally, professionally or organizationally.



THERE ISN'T A SCRIPTURE FOR EVERYTHING.

Be sure to search the Word for guidance broadly. You won't find a secret plan for weight loss in Hebrews, but you will find words on how one should regard the body God has given them. Be judicious.

DO YOUR RESEARCH

Great plans aren't built in a vacuum. See what's out there.

● **LOOK AT OTHER ORGANIZATIONS**

What does the strategic plan of your local Women's Missionary Society look like? Regardless if you deem a group successful or unsuccessful, it's valuable to see their starting points to get a sense of where they are and how they got there?

● **TALK TO YOUR FOLKS**

Quantitative research in the form of surveys, event evaluations and comment cards can inform your future trajectory. Qualitative research, including one-on-one interviews and focus groups, can also be helpful in the research stage.

● **BE PREPARED TO HEAR THE TRUTH**

When you open yourself or organization for scrutiny, you'll get it. Don't be ashamed when people explain the places you have fallen short. We all have. This is an opportunity to put a plan in place to grow.

TYPES OF RESEARCH

● PRIMARY RESEARCH

Primary research is the most reliable information. It will be records such as budget reports and also direct survey instruments you design with a target in mind. Primary research is the mostly costly in time and finance.

● SECONDARY RESEARCH

These will be survey results from other organizations or programs and other resources available to you which may have valuable information but were not designed for your specific purposes.

PRACTICE TIME

You want to write a strategic plan for your church for the conference year. What do you need to know?



SETTING YOUR GOALS

Once you've received direction from the Lord and guidance from your research you're ready to set some SMART Goals.

Specific
Measurable
Achievable
Relevant
Timebound



WHY DO MY GOALS NEED TO BE SMART?

You can't achieve what you can't believe.

Any goal you set that isn't specific, measurable, achievable, relevant and timebound might as well just be a wish. People don't work hard on wishes.

Your strategies will be too broad or too narrow.

General goals cause you to think too big or too small. Specificity lends itself to better editing in the planning process.

It will be hard to hold anyone accountable.

Who do you ask for help if your goal falls under too many people's duties? Being specific makes it easier to pinpoint who needs to report progress.

Folks will check out.

If report after report says in progress, the people will give up on the plan entirely and go about their work in their own way.



GOOD GOALS

Good goals make good plans.

Which goal sounds more realistic?

I will lose 50 pounds OR I will lose .9 pounds per week.

We will recruit more young adults OR We will recruit 10 young adults into active membership in the next nine months.



STRATEGIES THAT WORK

Lean on your research.

What did you learn from looking at other organizations? What do you have the ability to replicate with your resources?

Be bold.

Don't be afraid to try something that has proven to work outside of your church if it will achieve the same goals.

Know who you can rely on.

If you can't think of one person in your organization who can execute your strategy with your current resources, save it for later.

Don't forget to keep measurement in mind.

Don't implement strategies without having a way to track their successes. You don't want your faithful to lose focus.



GOOD STRATEGIES

Strategies are long-term but still SMART.

Which strategy sounds realistic?

Workout more frequently OR Consult with a fitness professional to design a personalized fitness plan for the 2024 calendar year.

Create more programming for young adults OR collaborate to host one young adult facing event per quarter with a partner organization.



CHOOSING YOUR TACTICS

This is as important as setting your goals. You've got to take your time and choose tactics that your team can execute with your current resources. Then you have to assign those tasks IMMEDIATELY. Don't wait and put the plan down after it is approved. Assign the tasks in the planning stage to avoid the game of "Whose was responsible?" later.



HOW YOUR TACTICS WILL LOOK

Because your whole plan is SMART, your tactics will be the smartest.

Good tactics look like this:

Attend whatever group fitness class is available at the YMCA at 7 a.m. every Monday, Wednesday and Friday and have front desk clerk sign my planner. **Best Friend is responsible for viewing planner weekly.**

Each vice president and the DOLA are to plan and execute one YPD or RAYAC co-sponsored event per year. **Programs and Activities Chair responsible for quarterly reporting.**

PRACTICE TIME

Let's build a SMART strategic goal, strategy and tactic for Mt. St. Lay A.M.E. Church.



PRACTICE

TIME

Mt. St. Lay A.M.E.'s Lay Organization has five members in a church of 500. The population is mostly young families with grade school children from the nearby low-income housing project. What should they do?



A SOLID PLAN FORWARD

Research methods work for small churches.

Start with a survey and aim for 30% response rates or 150 respondents. Take time asking the congregation what its needs are.

Choose a goal that addresses their needs and your organization's.

If your goal is to expand your membership, think of how it will also address what you've heard they are looking for.

Make sure your strategies have a low overhead.

If your church members aren't in a financial situation to contribute monetarily toward growth, choose low-cost high impact strategies.

Go back and reassess before beginning work.

It's okay to take a beat after the plan is written and ask others if your ambitions and tactics are in line with your goals. Feedback improves all projects.



WHAT IT CAN LOOK LIKE

West Coast Conference Lay Organization Goals 2020-2025				
Goal	Strategies	Deadlines	Assigned To	Progress
The WCCLO will work to add 57 new male members and 57 new young adult members by 2025. Progress to be reported at annual conventions by the First Vice President.	Develop a new <u>members guide</u> and kit with emphasis on areas of interest for men and young adults. (Personnel and Procedures Committee)	Present Kit by March 2024.	Membership and Recruitment	Second Vice surveyed and provided results. Budget requested from finance team. 7/8/23
	Create a <u>joint partnership</u> with Sons of Allen to produce a worship service and retreat in May 2024. (Programs and Activities)	Approach Sons of Allen about doing a Lay Training at their next retreat.	Programs and Activities	Program Chair in Contact with Sons. 3/20/23 Planning meeting scheduled 7/8/23
	Create an annual <u>joint partnership</u> with YPD and RAYAC to create a worship service and a community service project.	Report progress by August 2023.	Young Adult Representative	YAR elected district RAYAC president. Program meeting scheduled for annual conference.

WHAT IT CAN LOOK LIKE



QUESTIONS?

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