



Ministry Planning Optimizer

Trinity Lutheran Church, Crete, IL

Person responsible for the completion of this Optimizer: Pastor Bentz
 Key partners in completing the Optimizer: _____ and _____

Completing the ten components of this Ministry Planning Optimizer will help you:

1. compose your proposed Ministry Plan
2. develop general consensus on its contents
3. acquire voter approval of your proposed Ministry Plan
4. implement your ministry goals purposefully and pragmatically

URGENT: Read and discuss the book TRACTION (see final page of this document).

(From the May 2014 Diagnostic Analysis)

Strengths on which to Build	Significant Issues to Address
<ol style="list-style-type: none"> 1. God's Word and Sacraments 2. Your Capable Staff 3. Significant Member Involvement 4. Your Illinois Lutheran Schools System 5. Your Trinity-Is-Family Focus and "The Three Rs" 	<ol style="list-style-type: none"> 1. Core Ministries and Member-led Programs 2. Intentional Strategy of Spiritual Growth 3. Celebrating God's Blessings 4. Charting Your Future Course

1. Core Values (what you care about the most, your guiding principles)

Date entered: 06/14

Use the Clarifying Core Values materials (provided by Crossroads) or gather with leaders to identify your congregation's actual (i.e. authentic) and aspirational core values. List your four or five most highly ranked core values which currently influence decision making.

- ❖ Faithfulness to God's Word
- ❖ Worship
- ❖ Means of Grace
- ❖ Bible Knowledge
- ❖ Member Ministry

Aspirational Values (biblical values which you hope to acquire in greater measure in the future)

- ❖ Evangelism
- ❖ Inactives

❖ Bible Knowledge

2. Core Mission (your central focus, cause, passion, why you exist)

Date entered: 10-27-14

This is what your congregation is all about. It's best if this is stated as briefly as possible (three to seven words is ideal) so that it's memorable. If you have a longer mission statement which you want to preserve, make this your congregation's compelling motto or slogan.

- ❖ Sharing the Gospel, Growing God's Family
- ❖ Trinity Ev. Lutheran Church, a family of believers, shares the Gospel of Jesus Christ to nurture God's people, and to reach out to bring others to Christ, all to glorify God.

3. 10-Year Target (what you are aiming to become, with God's blessing, by 2024)

Date entered: 10-13-14

This is your challenging long-term goal – what you intend to become – that everyone is working toward. Use one or two statements and strive to make this target crystal clear.

- ❖ Trinity is a vibrant, Lutheran congregation, excelling at growing God's kingdom within Crete, the surrounding region, and beyond.

(Optional – Add a brief paragraph or some bullet points if clarification is needed on your 10-Year Target.)

Clarification: Trinity is a vibrant, Lutheran congregation excelling at...

- Growing in God's Word and Sacrament
- Actively reaching out to our community
- Expanding God's kingdom by establishing a mission church in NW Indiana
- Communicating through technology
- Expanding its "care ministries" (counseling, spiritual needs, physical needs, etc.)

4. 5-Year Vision Statements (uplifting and inspiring aspirations five years out, by 2019)

Date entered: 11-4-14

These succinct statements will help you picture what you are working to accomplish so that what you envision inspires others to work with you.

- ❖ Technology – We have an integrated and well-managed technology program for Trinity (and possibly Illinois Lutheran Schools).
- ❖ Spiritual Growth – We have a well-defined spiritual growth path for members to actively participate in, facilitate, and share God's Word, with an increased percentage of our members participating.
- ❖ Assimilation and Participation – We have effective programs to encourage, equip, and empower members to be involved in worship, spiritual growth, and ministry.
- ❖ Stewardship – We are joyfully giving our firstfruits as faithful managers of our resources (time, talent, and treasure) in order to build God's kingdom.
- ❖ Worship - We provide worship that is fresh, engaging, welcoming, and most of all, centered on Christ, who strengthens our faith through his Word and Sacrament.

- ❖ Outreach - We actively seek to share the good news of our Savior with those in “Jerusalem (local outreach), Judea (home missions), Samaria (cross cultural), and to the ends of the earth.”
- ❖ Care Needs – We have a network of ministries, addressing spiritual, emotional, physical, and financial needs.
- ❖ Family – We offer classes, seminars, retreats, resources and youth ministries to strengthen marriages and help our parents grow strong, Christian families.
- ❖ ILS – We continue to offer an excellent program of Christian Education through our partnership with Illinois Lutheran Schools.
- ❖ Women’s Ministry – We have a vibrant, engaged, women’s ministry, supporting their walk through various seasons of life, and involving them in ministry in a variety of biblically appropriate ways.
- ❖ Facilities and Staffing – We regularly assess, care for, and meet building and staffing needs in order to facilitate ministry.

5. 3-Year Core Strategic Priorities (what you will primarily focus on in the next three years)

Date entered: 11-4-14

All areas of ministry will do everything possible to support and advance these pivotal priorities. List a measurable goal(s) under each strategic priority which you believe will bring you significantly closer to your 10-year target (with God’s blessing).

1st Strategic Priority and Measurable Goal(s)

Priority: Encourage and develop Intentional Spiritual Growth

Goal(s): 15% of members involved in group Bible study

- Personal spiritual growth path developed and implemented
- Sermon series to launch and provide continued encouragement
- Ten small group Bible studies developed and started
- Every member visit to encourage/launch personal spiritual growth program
- Dedicated, part-time staff
- Books/resources (including online) provided for personal Bible study
- Specific training for witnessing, stewardship, leadership, parenting, marriage, etc.

2nd Strategic Priority and Measurable Goal(s)

Priority: Enhance and integrate technology into worship and communication

Goal(s): Develop overall technology plan

- Part-time, qualified staff
- Video production plan developed and implemented
- Coordination of communication to reach all demographics (web / social media / print)
- Complete technology improvements for worship and rest of building
- Provide financial support for such improvements

3rd Strategic Priority and Measurable Goal(s)

Priority: Establish a Mission in NW Indiana

Goal(s): Develop and recruit partnerships (local congregations and district mission board)

- Identify and develop nucleus
- Conduct demographic studies
- Determine target area
- Provide members opportunities to participate
- Connect new mission to Illinois Lutheran Schools
- Present request to mission board to launch mission
- Support and encourage missionary as he begins work
- Offer financial support

6. 1-Year Plan (key goals you hope to accomplish, with God's blessing, in [2015](#))

Date entered: 11/16/14

These specific, measurable, and attainable goals will bring you closer to accomplishing your 3-year core strategic priorities.

- ❖ Review current staffing in light of adult spiritual growth and technology needs/goals
- ❖ Develop a spiritual growth path
- ❖ Develop six small group Bible study groups
- ❖ Develop an overall technology plan
- ❖ Develop congregational awareness and support for new mission in NW Indiana
- ❖ Work with district mission board on the beginning phases of new mission in NW Indiana:
 - Develop and recruit partnerships
 - Identify and develop nucleus
 - Conduct demographic studies
 - Determine target area

7. Tactics (initial thoughts on how you might best accomplish your 1-year goals)

Date entered: 11/16/14

These are strategic steps that will help you reach your short-term goals and meaningfully engage more members in ministry. You'll consider other tactics in the coming months.

- ❖ Task force to work with staff to conduct staff review
- ❖ Identify components of overall technology plan
- ❖ Task force or committee to develop a spiritual growth path
- ❖
- ❖

8. 1st Quarter Priorities (specific, measurable, attainable actions to complete within 90 days)Date entered: 12/31/14

You'll want to make quantifiable progress every 90 days. List here a few high level (leadership/church council) priorities for the first quarter only. Generate a new list quarterly.

- ❖ Appoint task force to work with staff to conduct staff review. Review to be completed by March 31st and report given to Council.
- ❖ Appoint task force or committee to develop a spiritual growth path. Basic elements of spiritual growth path to be outlined by March 31st.
- ❖ Develop materials and recruit facilitators for 4-5 small group Bible studies to be offered after Easter.
- ❖ Contact District Mission Board about the possibility of starting a mission church in NW Indiana.

9. Communication Plan (how you will communicate, develop consensus, acquire approval)Date entered: 12/31/14

The dual objective is to develop a strategy that effectively (1) helps your members fully comprehend and embrace your congregation's Ministry Plan, and (2) positions as many members as possible to participate in accomplishing your ministry goals.

- ❖ Summary of new strategic plan to be mailed out to the congregation after January 1st, along with forms giving members the opportunity to provide feedback.
- ❖ Summary of new strategic plan to be emailed to members via e-tidings, along with form giving them the opportunity to provide feedback.
- ❖ Copies of the new strategic plan will be made available at church along with forms for members to provide feedback.
- ❖ New strategic plan presented at Open Form on January 18th with opportunity for members to provide feedback.
- ❖ New strategic plan presented to Voters on January 26th for their approval

10. Evaluation Plan (how you will measure progress and hold each other accountable)Date entered: 12/31/14

It's important for you to measure what you want to improve. Also, ministry context keeps changing (within the congregation and community), so making needed adjustments is essential.

- ❖ All boards will adopt 1-year and 3 years goals based on our new strategic plan at the Board Retreat in February. All Boards will also identify quarterly goals at their next meeting and present their goals to the Church Council.
- ❖ At each Council meeting each Board will give a report on their ministry activities and an update on their progress in attaining their quarterly goals.
- ❖ The Executive Board will work to encourage and support any board that falls behind in meeting its goals.
- ❖ Each year at the annual Board Retreat, each Board will review their previous 1-year goals, identifying which goals were completed and which were not, as well as why any

unaccomplished goals were not accomplished, and then will adopt new 1-year and 3-year goals.

IMPORTANT: The components of this Ministry Planning Optimizer must be renewed annually prior to updating each year's council-proposed, and then voter-approved, Ministry Plan. Leaders in all areas of ministry will base their annual plans and priorities on each year's renewed Ministry Planning Optimizer.

Area of Ministry: Executive Board

Leaders in all areas of ministry (e.g. worship, outreach) will annually develop 3-Year Core Strategic Priorities, a 1-Year Plan, Tactics, and Quarterly Priorities – based on each year’s updated Ministry Planning Optimizer.

Person responsible for the completion of this planning tool: _____

Key partners in completing this planning tool: _____, _____

Begin by reviewing the current/updated council-proposed Ministry Planning Optimizer.

3-Year Core Strategic Priorities (what you will primarily focus on in the next three years)

Date entered: 2/7/15

List a measurable goal(s) under each strategic priority.

1st Strategic Priority and Measurable Goal(s)

Priority: Assist and support Board of Adult Spiritual Growth and called workers at achieving congregation’s goal of developing a personal spiritual growth path

Goal(s):

2nd Strategic Priority and Measurable Goal(s)

Priority: Establishing a functional Stewardship Committee under the Executive Board

Goal(s):

3rd Strategic Priority and Measurable Goal(s)

Priority: Assist called workers in achieving balance between personal and professional life

Goal(s):

1-Year Plan (key goals you hope to accomplish, with God’s blessing, in 2015)

Date entered: 2/7/15

These specific, measurable, and attainable goals will bring you closer to accomplishing your 3-year core strategic priorities.

- ❖ Assist as needed in completion of review of staffing in light of Adult Spiritual Growth and technology needs
- ❖ Develop structure/responsibilities/ministry position description for Stewardship Committee
- ❖ Fully implement “Level 10” meeting structure to allow more time to discuss strategy issues
- ❖ Support technology strategy with financing options

Tactics (thoughts on how you might best accomplish your 1-year goals)

Date entered: _____

These are strategic steps that will help you reach your short-term goals and meaningfully engage more members in ministry.

- ❖
- ❖
- ❖
- ❖

1st Quarter Priorities (specific, measurable, attainable actions to complete within 3 months)

Date entered: _____

You'll want to make quantifiable progress every 90 days. Generate a new list quarterly.

- ❖
- ❖
- ❖

2nd Quarter Priorities (Who will do what by when?)

Date entered: _____

- ❖
- ❖
- ❖

3rd Quarter Priorities (Who will do what by when?)

Date entered: _____

- ❖
- ❖
- ❖

4th Quarter Priorities (Who will do what by when?)

Date entered: _____

- ❖
- ❖
- ❖

Key Questions:

- ✓ Are we communicating our plans and involving more members in ministry?
- ✓ Are we evaluating progress, addressing issues, and adjusting strategies as needed?
- ✓ Are we annually updating our ministry plan and priorities based on our congregation's annual Ministry Plan?

Area of Ministry: Adult Spiritual Growth

Leaders in all areas of ministry (e.g. worship, outreach) will annually develop 3-Year Core Strategic Priorities, a 1-Year Plan, Tactics, and Quarterly Priorities – based on each year’s updated Ministry Planning Optimizer.

Person responsible for the completion of this planning tool: _____

Key partners in completing this planning tool: _____, _____

Begin by reviewing the current/updated council-proposed Ministry Planning Optimizer.

3-Year Core Strategic Priorities (what you will primarily focus on in the next three years)

Date entered: 2/7/15

List a measurable goal(s) under each strategic priority.

1st Strategic Priority and Measurable Goal(s)

Priority: Encourage and develop intentional spiritual growth

Goal(s):

2nd Strategic Priority and Measurable Goal(s)

Priority: Better Communication of Bible study opportunities

Goal(s):

3rd Strategic Priority and Measurable Goal(s)

Priority:

Goal(s):

1-Year Plan (key goals you hope to accomplish, with God’s blessing, in 2015)

Date entered: 2/7/15

These specific, measurable, and attainable goals will bring you closer to accomplishing your 3-year core strategic priorities.

- ❖ To better promote upcoming Bible studies
- ❖ To develop a spiritual growth path
- ❖ To poll the congregation about Bible study interests
- ❖ To continue to develop and promote small group Bible studies
- ❖ To continue the Bible Reading Challenge
- ❖

Tactics (thoughts on how you might best accomplish your 1-year goals)

Date entered: _____

These are strategic steps that will help you reach your short-term goals and meaningfully engage more members in ministry.



1st Quarter Priorities (specific, measurable, attainable actions to complete within 3 months)

Date entered: _____

You'll want to make quantifiable progress every 90 days. Generate a new list quarterly.



2nd Quarter Priorities (Who will do what by when?)

Date entered: _____



3rd Quarter Priorities (Who will do what by when?)

Date entered: _____



4th Quarter Priorities (Who will do what by when?)

Date entered: _____



Key Questions:

- ✓ Are we communicating our plans and involving more members in ministry?
- ✓ Are we evaluating progress, addressing issues, and adjusting strategies as needed?
- ✓ Are we annually updating our ministry plan and priorities based on our congregation's annual Ministry Plan?

Area of Ministry: Outreach

Leaders in all areas of ministry (e.g. worship, outreach) will annually develop 3-Year Core Strategic Priorities, a 1-Year Plan, Tactics, and Quarterly Priorities – based on each year’s updated Ministry Planning Optimizer.

Person responsible for the completion of this planning tool: _____

Key partners in completing this planning tool: _____, _____

Begin by reviewing the current/updated council-proposed Ministry Planning Optimizer.

3-Year Core Strategic Priorities (what you will primarily focus on in the next three years)

Date entered: 2/7/15

List a measurable goal(s) under each strategic priority.

1st Strategic Priority and Measurable Goal(s)

Priority: Establish a mission congregation in NW Indiana

Goal(s):

2nd Strategic Priority and Measurable Goal(s)

Priority: Increase our local outreach efforts

Goal(s):

3rd Strategic Priority and Measurable Goal(s)

Priority: Revamp our new member assimilation program

Goal(s):

1-Year Plan (key goals you hope to accomplish, with God’s blessing, in 2015)

Date entered: 2/7/15

These specific, measurable, and attainable goals will bring you closer to accomplishing your 3-year core strategic priorities.

- ❖ Develop a nucleus of 30 WELS members for NW Indiana mission
- ❖ Determine target area for NW Indiana mission
- ❖ Revamp our branding
- ❖ Redefine the scope of our assimilation program
- ❖
- ❖

Tactics (thoughts on how you might best accomplish your 1-year goals)

Date entered: _____

These are strategic steps that will help you reach your short-term goals and meaningfully engage more members in ministry.



1st Quarter Priorities (specific, measurable, attainable actions to complete within 3 months)

Date entered: _____

You'll want to make quantifiable progress every 90 days. Generate a new list quarterly.



2nd Quarter Priorities (Who will do what by when?)

Date entered: _____



3rd Quarter Priorities (Who will do what by when?)

Date entered: _____



4th Quarter Priorities (Who will do what by when?)

Date entered: _____



Key Questions:

- ✓ Are we communicating our plans and involving more members in ministry?
- ✓ Are we evaluating progress, addressing issues, and adjusting strategies as needed?
- ✓ Are we annually updating our ministry plan and priorities based on our congregation's annual Ministry Plan?

Area of Ministry: Elders

Leaders in all areas of ministry (e.g. worship, outreach) will annually develop 3-Year Core Strategic Priorities, a 1-Year Plan, Tactics, and Quarterly Priorities – based on each year’s updated Ministry Planning Optimizer.

Person responsible for the completion of this planning tool: _____

Key partners in completing this planning tool: _____, _____

Begin by reviewing the current/updated council-proposed Ministry Planning Optimizer.

3-Year Core Strategic Priorities (what you will primarily focus on in the next three years)

Date entered: 2/7/15

List a measurable goal(s) under each strategic priority.

1st Strategic Priority and Measurable Goal(s)

Priority: Gather our lost flock and reduce the number of members that stray

Goal(s):

2nd Strategic Priority and Measurable Goal(s)

Priority: Work with PMM to create a system that addresses member care needs

Goal(s):

3rd Strategic Priority and Measurable Goal(s)

Priority: Perform the structural changes necessary (within the Board of Elders) to allow us to effectively address the spiritual, physical, emotional, and relational needs of the congregation

Goal(s):

1-Year Plan (key goals you hope to accomplish, with God’s blessing, in 2015)

Date entered: 2/7/15

These specific, measurable, and attainable goals will bring you closer to accomplishing your 3-year core strategic priorities.

- ❖ Work with lost sheep (exit survey) to find out why members leave
- ❖ Identify and begin to address the needs of the congregation (as well as the community)
- ❖ Continue to develop young adult ministry concept (18-30 something)
- ❖

Tactics (thoughts on how you might best accomplish your 1-year goals)

Date entered: _____

These are strategic steps that will help you reach your short-term goals and meaningfully engage more members in ministry.



1st Quarter Priorities (specific, measurable, attainable actions to complete within 3 months)

Date entered: _____

You'll want to make quantifiable progress every 90 days. Generate a new list quarterly.



2nd Quarter Priorities (Who will do what by when?)

Date entered: _____



3rd Quarter Priorities (Who will do what by when?)

Date entered: _____



4th Quarter Priorities (Who will do what by when?)

Date entered: _____



Key Questions:

- ✓ Are we communicating our plans and involving more members in ministry?
- ✓ Are we evaluating progress, addressing issues, and adjusting strategies as needed?
- ✓ Are we annually updating our ministry plan and priorities based on our congregation's annual Ministry Plan?

Area of Ministry: Family

Leaders in all areas of ministry (e.g. worship, outreach) will annually develop 3-Year Core Strategic Priorities, a 1-Year Plan, Tactics, and Quarterly Priorities – based on each year’s updated Ministry Planning Optimizer.

Person responsible for the completion of this planning tool: _____

Key partners in completing this planning tool: _____, _____

Begin by reviewing the current/updated council-proposed Ministry Planning Optimizer.

3-Year Core Strategic Priorities (what you will primarily focus on in the next three years)

Date entered: 2/7/15

List a measurable goal(s) under each strategic priority.

1st Strategic Priority and Measurable Goal(s)

Priority: Establish a unified teen ministry with Trinity, Zion, and ILS

Goal(s):

2nd Strategic Priority and Measurable Goal(s)

Priority: Establish a Sunday School program that is more engaging to better train our children in God’s Word

Goal(s):

3rd Strategic Priority and Measurable Goal(s)

Priority: Establish multiple youth/parent programs

Goal(s):

1-Year Plan (key goals you hope to accomplish, with God’s blessing, in 2015)

Date entered: 2/7/15

These specific, measurable, and attainable goals will bring you closer to accomplishing your 3-year core strategic priorities.

- ❖ Conduct a family ministry open forum
- ❖ Evaluate other Sunday School programs
- ❖ Open a discussion with Zion and ILS regarding a unified teen ministry
- ❖ Establish a unified team to create and implement unified teen ministry
- ❖ Conduct 204 family fellowship opportunities
- ❖ Conduct 1-2 classes/seminars for parents

Tactics (thoughts on how you might best accomplish your 1-year goals)

Date entered: _____

These are strategic steps that will help you reach your short-term goals and meaningfully engage more members in ministry.



1st Quarter Priorities (specific, measurable, attainable actions to complete within 3 months)

Date entered: _____

You'll want to make quantifiable progress every 90 days. Generate a new list quarterly.



2nd Quarter Priorities (Who will do what by when?)

Date entered: _____



3rd Quarter Priorities (Who will do what by when?)

Date entered: _____



4th Quarter Priorities (Who will do what by when?)

Date entered: _____



Key Questions:

- ✓ Are we communicating our plans and involving more members in ministry?
- ✓ Are we evaluating progress, addressing issues, and adjusting strategies as needed?
- ✓ Are we annually updating our ministry plan and priorities based on our congregation's annual Ministry Plan?

Area of Ministry: Worship

Leaders in all areas of ministry (e.g. worship, outreach) will annually develop 3-Year Core Strategic Priorities, a 1-Year Plan, Tactics, and Quarterly Priorities – based on each year’s updated Ministry Planning Optimizer.

Person responsible for the completion of this planning tool: _____

Key partners in completing this planning tool: _____, _____

Begin by reviewing the current/updated council-proposed Ministry Planning Optimizer.

3-Year Core Strategic Priorities (what you will primarily focus on in the next three years)

Date entered: 2/7/15

List a measurable goal(s) under each strategic priority.

1st Strategic Priority and Measurable Goal(s)

Priority: Explore and research Saturday service

Goal(s):

2nd Strategic Priority and Measurable Goal(s)

Priority: Complete technology update and integrate into ministries

Goal(s):

3rd Strategic Priority and Measurable Goal(s)

Priority: Unite the congregation through worship

Goal(s):

1-Year Plan (key goals you hope to accomplish, with God’s blessing, in 2015)

Date entered: 2/7/15

These specific, measurable, and attainable goals will bring you closer to accomplishing your 3-year core strategic priorities.

- ❖ Complete video presentation upgrade
- ❖ Joint Reformation service
- ❖ A/V field trip (visit other church)
- ❖ Finalize a technology plan
- ❖ Provide training for worship ministries
- ❖ Develop one year plan to unite congregation
- ❖ Research Saturday Services (4th quarter if time)

Tactics (thoughts on how you might best accomplish your 1-year goals)

Date entered: _____

These are strategic steps that will help you reach your short-term goals and meaningfully engage more members in ministry.



1st Quarter Priorities (specific, measurable, attainable actions to complete within 3 months)

Date entered: _____

You'll want to make quantifiable progress every 90 days. Generate a new list quarterly.



2nd Quarter Priorities (Who will do what by when?)

Date entered: _____



3rd Quarter Priorities (Who will do what by when?)

Date entered: _____



4th Quarter Priorities (Who will do what by when?)

Date entered: _____



Key Questions:

- ✓ Are we communicating our plans and involving more members in ministry?
- ✓ Are we evaluating progress, addressing issues, and adjusting strategies as needed?
- ✓ Are we annually updating our ministry plan and priorities based on our congregation's annual Ministry Plan?

Area of Ministry: Trustees

Leaders in all areas of ministry (e.g. worship, outreach) will annually develop 3-Year Core Strategic Priorities, a 1-Year Plan, Tactics, and Quarterly Priorities – based on each year’s updated Ministry Planning Optimizer.

Person responsible for the completion of this planning tool: _____

Key partners in completing this planning tool: _____, _____

Begin by reviewing the current/updated council-proposed Ministry Planning Optimizer.

3-Year Core Strategic Priorities (what you will primarily focus on in the next three years)

Date entered: 2/7/15

List a measurable goal(s) under each strategic priority.

1st Strategic Priority and Measurable Goal(s)

Priority: Ministry Center roof replacement

Goal(s):

2nd Strategic Priority and Measurable Goal(s)

Priority: HVAC replacements

Goal(s):

3rd Strategic Priority and Measurable Goal(s)

Priority: Inside Bell Tower tuckpointing

Goal(s):

1-Year Plan (key goals you hope to accomplish, with God’s blessing, in 2015)

Date entered: _____

These specific, measurable, and attainable goals will bring you closer to accomplishing your 3-year core strategic priorities.

- ❖ Seal roof around all HVAC units
- ❖ Seal roof parapets
- ❖ Inspect all HVAC for condition
- ❖ Support for tower bell
- ❖ Seal coat parking lot
- ❖ Seal north church masonry
- ❖ Sidewalk repair

Tactics (thoughts on how you might best accomplish your 1-year goals)

Date entered: _____

These are strategic steps that will help you reach your short-term goals and meaningfully engage more members in ministry.



1st Quarter Priorities (specific, measurable, attainable actions to complete within 3 months)

Date entered: _____

You'll want to make quantifiable progress every 90 days. Generate a new list quarterly.



2nd Quarter Priorities (Who will do what by when?)

Date entered: _____



3rd Quarter Priorities (Who will do what by when?)

Date entered: _____



4th Quarter Priorities (Who will do what by when?)

Date entered: _____



Key Questions:

- ✓ Are we communicating our plans and involving more members in ministry?
- ✓ Are we evaluating progress, addressing issues, and adjusting strategies as needed?
- ✓ Are we annually updating our ministry plan and priorities based on our congregation's annual Ministry Plan?

Area of Ministry: _____

Leaders in all areas of ministry (e.g. worship, outreach) will annually develop 3-Year Core Strategic Priorities, a 1-Year Plan, Tactics, and Quarterly Priorities – based on each year’s updated Ministry Planning Optimizer.

Person responsible for the completion of this planning tool: _____

Key partners in completing this planning tool: _____, _____

Begin by reviewing the current/updated council-proposed Ministry Planning Optimizer.

3-Year Core Strategic Priorities (what you will primarily focus on in the next three years)

Date entered: _____

List a measurable goal(s) under each strategic priority.

1st Strategic Priority and Measurable Goal(s)

Priority:

Goal(s):

2nd Strategic Priority and Measurable Goal(s)

Priority:

Goal(s):

3rd Strategic Priority and Measurable Goal(s)

Priority:

Goal(s):

1-Year Plan (key goals you hope to accomplish, with God’s blessing, in [2015](#))

Date entered: _____

These specific, measurable, and attainable goals will bring you closer to accomplishing your 3-year core strategic priorities.

- ❖
- ❖
- ❖
- ❖
- ❖
- ❖

Tactics (thoughts on how you might best accomplish your 1-year goals)

Date entered: _____

These are strategic steps that will help you reach your short-term goals and meaningfully engage more members in ministry.



1st Quarter Priorities (specific, measurable, attainable actions to complete within 3 months)

Date entered: _____

You'll want to make quantifiable progress every 90 days. Generate a new list quarterly.



2nd Quarter Priorities (Who will do what by when?)

Date entered: _____



3rd Quarter Priorities (Who will do what by when?)

Date entered: _____



4th Quarter Priorities (Who will do what by when?)

Date entered: _____



Key Questions:

- ✓ Are we communicating our plans and involving more members in ministry?
- ✓ Are we evaluating progress, addressing issues, and adjusting strategies as needed?
- ✓ Are we annually updating our ministry plan and priorities based on our congregation's annual Ministry Plan?

Looking Ahead to Achieving Traction

Recommendation: Read and discuss the book *TRACTION – GET A GRIP ON YOUR BUSINESS* by Gino Wickman. The sooner you read and discuss this book the better.

As the title clearly indicates, TRACTION is a book written primarily to benefit businesses. Your congregation operates on the basis of some practical business principles but, of course, it's much more than a business. Your congregation is a gospel-centered ministry on a mission – directed and empowered by God's Word – that proclaims Christ to and for all. Still, as you now creatively draft and later strategically implement your ministry plans, you will be concerned about achieving traction so your Ministry Plan (under God) becomes a reality.

“EOS consists of timeless, practical, universal principles that have been tested in almost every kind of organization.” (TRACTION, introduction, page iv)

Options: This book is read by (1) each leader, (2) designated leaders, or (3) one leader. Then, ASAP, someone uses the provided *TRACTION – Summary* and facilitates discussion.

After reading TRACTION, gather and discuss each chapter using these questions.

1. Restate the key principle/points of the chapter. What does Scripture say?
2. With what in the chapter do you agree and/or disagree?
3. Determine what points (if any) should be implemented. If so, when and how?

Going forward, with God's blessing, you'll want to:

1. make decisions based on your core values
2. pursue your core mission
3. aim at your 10-year target
4. advance toward your 5-year vision statements
5. focus on your 3-year core strategic priorities
6. establish your 1-year plan
7. develop your selected tactics
8. achieve your quarterly priorities
9. communicate effectively
10. evaluate your progress regularly

Evaluating progress includes:

1. clarifying specific roles and responsibilities
2. holding each other accountable
3. meeting regularly to measure progress

4. acknowledging God's gracious blessings
5. making needed adjustments
6. resolving concerns/issues that surface