

Strategic Planning



Please print these pages and complete them as you go through the eLearning course.

What you will learn:

- What it means to have a strategic ministry plan for your Area Team
- Why a strategic ministry plan is important
- How to develop a strategic ministry plan
- How to make your goals SMART goals
- How to measure right activity to determine which activities to pursue

Introduction

Fill in the blanks or respond to questions as you complete this course.

1. We need to know what our _____ is and then have a _____ for how we will get there.
2. We need to have a _____ plan.
3. Strategic planning is the process of...
 - a. translating a desired vision into defined _____ or objectives,
 - b. determining the action steps necessary to achieve them,
 - c. and _____ energy and resources to accomplish these goals.

Importance of a Strategic Plan

Fill in the blanks or respond to questions as you complete this course.

1. Without a _____, our ministry will only be undirected activity; and without a _____, the vision will eventually perish.

Strategic Planning



Reflection Questions

Can you think of some ways that you could be strategic in your planning? List them.

What do you think should be your first step in strategic planning? _____

The What—Vision

Fill in the blanks or respond to questions as you complete this course.

1. The first step is to _____ for vision—to ask what the Lord wants.
 - a. God provided Moses with very detailed action steps and _____ for building the tabernacle. (Exodus 25; Exodus 26:30)
 - b. Take time to get _____ with God on the “mountain” to pray and ask Him what He would have you accomplish.
 - i. Pray about where the Lord might _____ for your ministry.
 - ii. Pray that He would give you clarity and _____ to see where He is calling you to spend your time and resources.

Strategic Planning



The What—Vision (continued)

2. Next, work closely with your _____ to share what the Lord has given you as a vision.
 - a. Ask what the Lord has been revealing to them in their prayer times.
 - b. Look for common _____ and directions among what you have heard the Lord say and what they have heard.
 - c. Discuss what you see are common goals and objectives to achieve the vision.
 - d. The goals and objectives will form the _____ blocks of your strategic ministry plan.

The How—The Strategic Ministry Plan

Fill in the blanks or respond to questions as you complete this course.

In OCC, we are looking for four qualities or characteristics as we recruit leaders—

1. The “how” is spelled out in specific _____ and the _____ steps to accomplish these goals.
 - a. Set a _____ connected to the vision.
 - b. List a few key action _____ necessary for the goal to be reached.

Reflection Question

What do you think would be the action steps towards the goal of getting 25 new churches to pack shoeboxes? _____

Strategic Planning



The How—The Strategic Ministry Plan (cont.)

2. Having a goal and action steps is _____ to seeing a vision come to fruition.
3. Each _____ on the Area Team (Church Relations, Community Relations, Collection Network, Prayer Team, and Student Relations) is responsible for taking the vision for their ministry area and setting team goals.
4. Team goals should align with Operation Christmas Child goals—



SMART Goals

Fill in the blanks or respond to questions as you complete this course.

1. As you work with your team to set goals, remember to make them _____ goals.
 - a. S _____
 - b. M _____
 - c. A _____
 - d. R _____
 - e. T _____
2. Specific: Set specific goals rather than general goals.
 - a. Easier to break down into _____
 - b. Should be able to answer who, what, where, when, and why questions
3. Measurable: Each goal should be measurable so that your team can track its _____ toward that goal.
 - a. It should be able to answer the question, "How will I know when it is accomplished?"

Strategic Planning



SMART Goals (continued)

4. Attainable: An attainable goal is one your team is both _____ and _____ to accomplish.
 - a. Don't forget to leave "God room" when setting goals.
5. Relevant: They should—
 - a. Be interdependent with the _____ of OCC
 - b. Interconnect with and support the goals of the organization as well as the other ministry teams on the Area Team
 - c. _____ with God's plan and His Word
6. Timely: Good goals will have a specific timeframe.
 - a. Timeframes give a sense of _____ to the goal.
 - b. They are more likely to get done.
 - c. Don't miss the opportunity to _____ anytime the team meets a goal.

Developing Your Strategic Ministry Plan

Fill in the blanks or respond to questions as you complete this course.

1. Your strategic ministry plan should—
 - a. Be grounded and covered in _____
 - b. Include input from your team
 - c. Reflect the priorities and _____ of your team
 - d. Balance in-here and out-there focus
 - e. Contain _____ goals
 - f. Be clearly communicated to team members

Strategic Planning



What's Next

Fill in the blanks or respond to questions as you complete this course.

1. Your Area Team's strategic ministry plan is meant to be a _____ document.
2. View the strategic ministry plan as the _____ your Area Team will follow for the year of ministry ahead.
3. Use your strategic ministry plan to concentrate the team's efforts and provide _____ for decision making.
4. The strategic ministry plan is your _____ to determine the value and potential of new opportunities.

Right Activity Measured

Fill in the blanks or respond to questions as you complete this course.

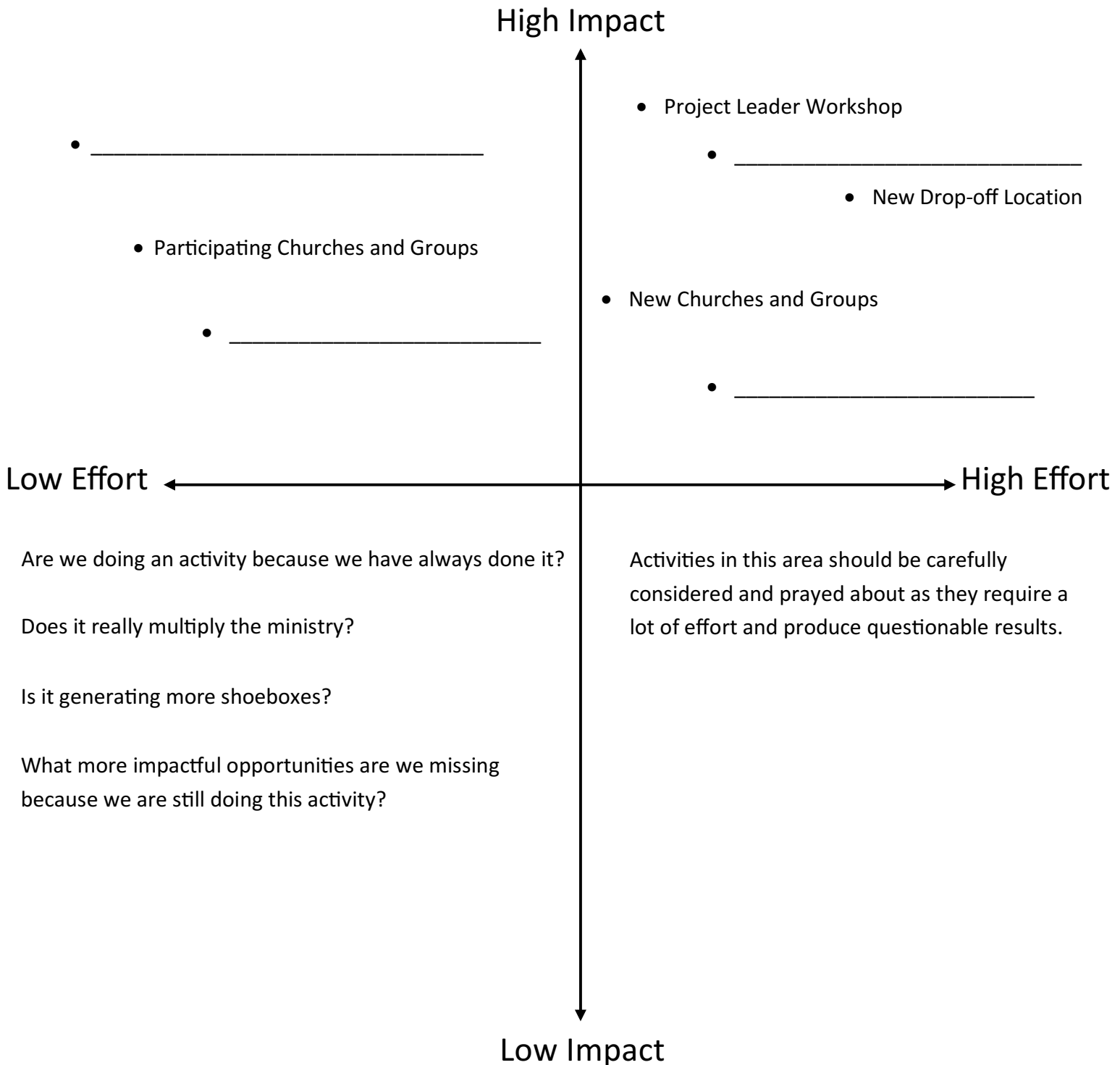
1. As you consider a ministry activity or opportunity for the Area Team, it's important to know—
 - a. Will it have a _____ impact or _____ impact?
 - b. How much _____ will be required?
2. First, consider Dashboard Markers.
 - a. It's important for your team to be _____ on OCC's Dashboard Markers.
 - b. Activities should generate _____ in these areas which leads to the most important dashboard marker: growth in shoebox gifts.
3. Second, focus on the _____ activities.

Strategic Planning



Right Activity Measured (continued)

4. Fill in the blanks in the Impact/Effort Matrix provided below.

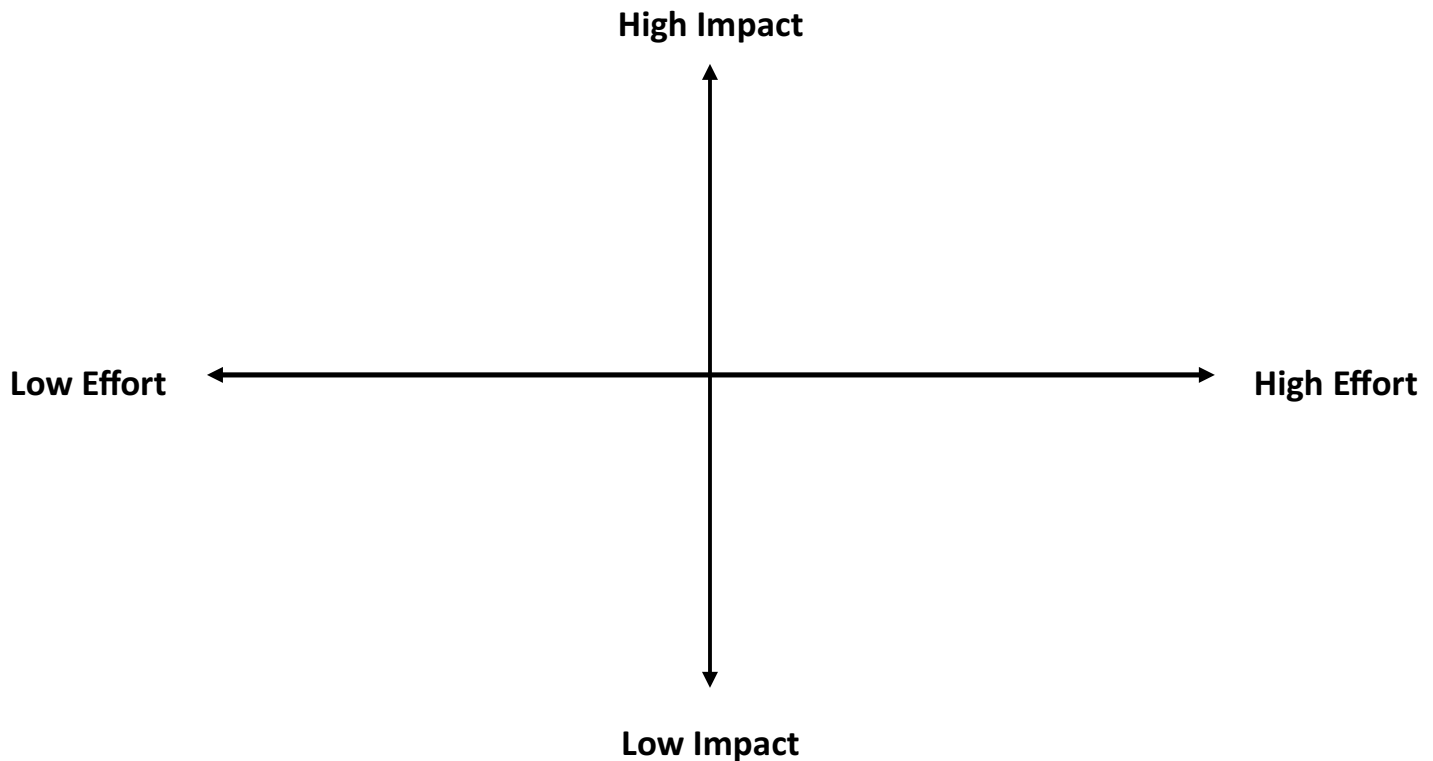


Strategic Planning



Reflection Question

What are five activities that your team does each year? Place each one on the matrix.



Does this change what you plan for this year? In what way? _____

Conclusion

Fill in the blanks or respond to questions as you complete this course.

1. We must be intentional to regularly _____ our plans to God.
2. Effective leaders know that strategic planning is key to _____.

Strategic Planning



Essential Activities

Essential Activities and Elective Practical Exercises are ways for you to apply what you are learning in your Leadership Development Program coursework in real time, gaining “on the job” experience as you develop in your leadership role. These activities and exercises help align the tasks you would already be doing as a leader volunteer with what you are learning in the program.

Below you will find a list of Essential Activities to work on with your regional point of contact that relate to this particular course and your overall ministry as an Operation Christmas Child leader volunteer. You should complete each of these activities. There are no Elective Practical Exercises for this course.

- Develop a strategic ministry plan following the steps you learned about in this session:
 - Your first step should be to pray for vision. Refer back to the reflection questions you completed for the course on “Vision.”
 - Next, work closely with your team to share what the Lord has given you as vision. Ask what the Lord has been revealing to them in their prayer times. Then look for common themes and directions. Discuss what you see are common goals and objectives to achieve the vision.
 - Define your goals and objectives. As you work with your team to set goals, remember to make them SMART goals: Specific, Measurable, Attainable, Relevant, and Timely.
 - Determine the action steps necessary to accomplish your goals. List key action steps necessary for each goal to be reached.
 - Focus your energy and resources to accomplish these goals. Use your strategic ministry plan to concentrate the team’s efforts and provide guidance for decision making.
- What actions can your team take that are in alignment with OCC dashboard markers that will multiply shoebox growth this upcoming season?
- Use the Impact/Effort Matrix in your workbook to help determine which activities your team should pursue and which activities you should not pursue. List every activity you and your team is considering on the matrix. Discuss these results with your team as you finalize your goals and objectives for your strategic ministry plan.