



ALIVE
IN CHRIST
SPIRITUAL LEADERSHIP CONFERENCE

Title: Updating the Strategic Plan

Speaker: Dr. Tom Shepherd

QUOTE: “Planning—If you fail to plan, then you plan to fail.”

“For which of you, intending to build a tower, sitteth not down first, and counteth the cost, whether he have sufficient to finish it? Lest haply, after he hath laid the foundation, and is not able to finish it, all that behold it begin to mock him, Saying, This man began to build, and was not able to finish. Or what king, going to make war against another king, sitteth not down first, and consulteth whether he be able with ten thousand to meet him that cometh against him with twenty thousand?” (Luke 14:28-31)

**Two Kinds of Planning: Annual and Long-Term
(3-5 years)**

1. Long-Term _____

A. _____ —Vision

B. _____ Analysis

1. _____ (Internal measurement)

Our core competencies—unique strengths, resources

2. _____ (Internal measurement)

Areas that we struggle to perform—have less talent or resources

3. _____ (External measurement)

Favorable trends—areas opening up or available to take advantage of

4. _____ (External measurement)

Unfavorable trends—weaknesses that can become major threats



- C. Prioritize each SWOT _____
- D. Prioritize each _____
- E. Develop overall strategy—Where do we want to be in 5 years?
Review major categories:
 - Ministry Expansion
 - Staff Additions
 - Facility Additions or Improvements
 - Capital Expenditures
 - Major Events
- F. _____ by year
- G. Provide _____ updates for a “rolling LT plan”

2. _____ the Plan

- A. _____ Update?
 1. Changes in demographics
 2. Cultural changes
 3. What is a “faithful” church member?
 4. Plateaued growth
 5. Refresh ministry

- B. _____ to Update?
 1. Review mission (Vision should be consistent)
 2. New stakeholders’ input (SWOT: Focus groups)
 3. Re-prioritization of goals
 4. Update initiatives
- C. _____ is Important
 1. Staff
 2. Deacons
 3. Church (major influencers)
- D. _____ Updates
Semi-Annual checkpoints

Conclusion: _____
