



MULTIPLY

New Service/New Site Training Track



Unit 3 – Strategic Planning: Focusing Your VISION

Welcome back pastor and key leaders. Welcome 5-7 new launch team members. Should be at least 10 people in the “room” for this training.

New people may want to return and view MULTIPLY #1 for an overview.

Review where we have been:

- Areas developing simultaneously: Change, Strategic Planning, Team Building, Networking, Worship impact.
- Last time: managing change dynamics as people move into a new experience. Becoming an outward focused congregation - a BIG change.
- This time, strategic planning issues as you design a unique plan based on solid principles but relevant to your unique context. Strategic plan is something you develop more deeply over time. This session begins that process.
- Strategic planning is not always exciting...but it is critical to your success.

SESSION 1: Getting Started	SESSION 2: Leading change	SESSION 3: Your Impact Area	SESSION 4: Gospel Transformation	SESSION 5: Aligning For Impact	SESSION 6: Internal Readiness	SESSION 7: Internal Readiness	SESSION 8: Refining Readiness	SESSION 9: External Readiness	SESSION 10: Equipping for growth
Overview, and how to recognize dynamics	Leading thru change strategy; why and how	Who is God really calling you to reach out to?	Leverage your gospel story.	Single focus to achieve the Mission	3 BIG WOWS; welcoming in your context	Teams & Groups: Systems that deliver	Optimal worship experience	Gathering a crowd	Apprentice and hand off
Adaptive Change	Pushback; steady focus	Turning our eyes outward.	Can't give what we don't got	Process ministry changes	Reframing worship for them.	Deepen infrastructure	Widen Infrastructure	Presenting a new image	Multiplication
Network and Invitation	Putting the mission back at the center	Forming community partners	Making my personal prayer list. The first 100.	Prayer partners The next 50 (total 150)	Prayer partners The next 50 (total 200)	Keep praying: The next 50 (total 250)	Prayer Next 50 (total 300) Community partnership	Prayer Next 50 (total 350) Bridge events	Personal Invites & promotion
Strategic planning	Developing trust and multiplication values.	Get clear about WHO Everything flows from WHO?	Praying and developing the art of neighboring.	Sync up model, resources with WHO	Best worship, hospitality kids min for target	Identifying teams and team/ small group leaders.	Preaching team, preview services & local impact	Promotions planning and bridge events.	Everyone equips others for ministry
Team building	Form your LEAD team.	First LAUNCH team tasks	Connecting prayer partners	Add the right WHO to launch team	Initial ministry teams forming	Beginning coaching relationships.	Empower leaders to develop disciples	Every team is oriented outward.	Develop new teams
Worship Impact	Preaching on vision and values.	Public prayer for a new mission	Preach on neighboring and evangelism	Keep preaching vision & values	Refine first worship impression	Empower leaders for quality.	Speaking so new people will listen.	Sustainable worship excellence.	Launching this new thing!
Launch Team #'s	5	10	15-20	20-25	25-30	30-35	35-40	40-45	40-50

Elements of a Strategic Plan

1. Mission: Make Disciples of Jesus Christ.
2. Vision: Who? (who will you uniquely reach)
3. Core Values: Why? (why will they be drawn to your ministry)
4. Key Result Areas: What? (what needs to happen to succeed)
5. Goals: When? (when will results be measurable)
6. Strategies: How? (what methods will we use to get results)
7. Evaluation:

Key Questions for this training: VISION...WHO?

WHO are the underserved people you want to reach?
What assumptions do you have about them?
How will you connect with them and test those assumptions?

Everything else in your strategic plan flows from the WHO!

If your existing services are growing 5-10% per year over last 2-3 years then you may already be tuned into your mission field. Either way, this is an important step.

If your existing congregation matches the demographics of your area (age, lifestyle), then you may already be tuned into your mission field. If not this important step.

Jesus was always thinking about the “who”. He adapted his message to them!
He did not expect them to be like him before he would engage them.

Think about the simple fishermen, a Samaritan woman, a crazed possessed man, a pious Pharisee, a rich young ruler, a tax collector or a roman soldier. Jesus approach each of them on their terms.

It was all about the WHO.

Who is your WHO?



STOP THE VIDEO AND REFLECT/DISCUSS:

Many of us come with assumptions about “who” we are seeking to reach. It is important to recognize those as important, but also recognize we need to “set aside” our assumptions for a time to truly listen and observe. Take some time to state your assumptions. Take some time to open your heart and mind to what you may discover in this process.

Missional discernment tools and steps.

1. Mission Insight. Insight into demo/psycho graphics. (A Conference resource)

Demographics: Hard numbers pertaining to population growth/decline.

Psychographics: Softer numbers pertaining to lifestyle preference groups.

- Horizontal: Answers the question: "Is our community growing?"

This next chart is a page from Mission Insight, a resource for congregations available through the Conference office. This page gives a **demographic** picture of a community.

Population/Households & Family Trends		2000	2010	2016	2021	2026
Population		16,526	17,348	17,276	17,521	17,718
Population Change			822	-72	245	197
Percent Change			5.0%	-0.4%	1.4%	1.1%
Households		6,195	6,755	6,731	6,835	6,915
Households Change			560	-24	104	80
Percent Change			9.0%	-0.4%	1.5%	1.2%
Population / Households		2.67	2.57	2.57	2.56	2.56
Population / Households Change			-0.10	0.00	0.00	0.00
Percent Change			-3.7%	-0.1%	-0.1%	0.0%
Families		3,961	4,042	4,171	4,244	
Families Change			81	129	73	
Percent Change			2.0%	3.2%	1.8%	

This next chart is a page from Mission Insight, a resource for congregations available through the Conference office. This page gives a **psychographic** picture of a community.

	2016	2016%	State %	Comp Index	Relative to the MN State Ave.
Mosaic Segments					
O51 Singles and Starters - Digital Dependents	655	11.2%	4.1%	271	Well above the state average
E20 Thriving Boomers - No Place Like Home	484	8.3%	3.3%	248	Well above the state average
N46 Pastoral Pride - True Grit Americans	476	8.1%	2.0%	414	Well above the state average
I30 Family Union - Stockcars and State Parks	467	8.0%	3.8%	210	Well above the state average
O55 Singles and Starters - Family Troopers	412	7.0%	1.7%	416	Well above the state average
O53 Singles and Starters - Colleges and Cafes	408	7.0%	1.2%	599	Well above the state average
E21 Thriving Boomers - Unspoiled Splendor	315	5.4%	5.8%	93	Somewhat below the state average
Q65 Golden Year Guardians - Senior Discounts	282	4.8%	3.5%	139	Well above the state average
J34 Autumn Years - Aging in Place	280	4.8%	4.6%	105	About average for the state
B09 Flourishing Families - Family Fun-tastic	263	4.5%	1.4%	315	Well above the state average
F23 Promising Families - Families Matter	261	4.5%	1.4%	310	Well above the state average

- Rule of thumb..... a new service is usually different from what you already have to reach new people that are not attracted to your existing worship while at the same time being attractive in style to the dominant lifestyle groups in your area.
- How to get a Mission Insight customized study:
Contact: Your District Superintendent, coach or gail.johnson@minnesotaumc.org
Identify mission area: radius from a point, zip code, or geographic boundaries
- Mission Insite will provide population numbers and trends. Mission Insite will also provide a picture of lifestyle segments in your area. This is Mosaic Insight 10 on your report.

Cross reference the identification of the larger Mosaic alphabet clusters (totaling over 20%) with the Mission Impact Guide. It will deepen your insight into the values typically associated with each lifestyle group. It can be found at: <http://missioninsite.com/missionimpact-guide/>

Example: If you have several groups in your study area that are in the "O" sector that total over 15-20% then you may want to consider how your new service could/should minister to the lifestyle preferences of "Starters and Singles". You can read about those people and their values/preferences in the Mission Impact Guide found online. The higher the percentage of that sector the greater the importance for you to prepare to serve and minister to those in that life stage/style. It is important that your Mission Insight study area be small enough geographically that you have high concentrations of some lifestyle sectors. If your study is a scattering of small percentages of widely diverse lifestyles you probably have too large a study area and need another more focused study.

How does MI begin to give you perspective on your community?
What are their lifestyle preferences and values?

To go deeper: SEE, KNOW and SERVE by Tom Bandy, Abingdon Press 2015

2. Interviewing key community leaders:

1. Real estate brokers. What trends are they observing in people coming and going? What lifestyle preferences are trending? What demographic is projected to grow?
2. Educators. What trends are they observing in kids/families needs and backgrounds? What demographic is projected to grow?
3. City planners. What are they projecting for growth? What other factors are trending?

How does interviewing give you perspective on your community?

3. What churches are growing in your community? Gather data.
- Learn from those who have already tested the marketplace.
 - What approach are they taking to worship?
 - Look deeper.... what have they done to connect with a community need?
 - What values do they leverage to win the appeal of new people?
 - What spiritual hunger are they responding to?

How do other growing churches give you perspective on your community?

4. Reflect on your existing worship service.
- Does the style and population your existing worship is designed around have a limiting effect on your reach capacity?

How does reflection on your existing worship service give you perspective on what you must do to reach your community?



STOP THE VIDEO AND REFLECT/DISCUSS:

The research that is required in the 4 areas above will probably require a division of labor within your group or going outside of your group. Not everyone is naturally gifted to do all of these steps but most everyone can enter into the research in some way. Who can do the data collection in areas 1, 2, 3 and 4? How much time will it take? What process can you develop together to discern what this data directs you toward as the “WHO?”.

It is important that you not make the “WHO” too narrow. God will bring you diverse opportunities to engage new people in worship. Focus is good. Rigid profiling is not.

Value Hypothesis.

Your Value Hypothesis is an assumption you make about what unsubscribed people will find valuable about your ministry. They arise from the study you have been doing of your community.

Identify 5-7 top values. Ex. Informality, teaching vs. preaching, relationships, diversity, child friendly, media, social impact etc.

To test your VH you must survey new attendees or those who do not attend or find evidence to support a trend in other recent start-ups.

Focus Group: This is an excellent tool for discerning community values, attitudes and receptivity. Identify a skilled group facilitator and invite 8-12 people to a 1 hour session with open ended questions.

Missional Engagement

It is always wise to build a relationship with those you seek to serve prior to inviting them to worship!

From your Missional Discernment what are the opportunities to serve that exist in your community?

- School back pack/mentor volunteering.
- Community “smart marriage” education and support
- Community prayer card post box.
- Hosting: daycare/scouts/community choir/12 step group
- Apartment complex community center.
- Parenting education classes.

Develop partnerships with the point leaders of 2-4 community groups (school principals, support group leaders, non-profit leaders, etc.) and explore ways whereby the church can be a supportive partner to their work.

STOP THE VIDEO AND REFLECT/DISCUSS:



Ofentimes the opportunities to serve in your community are a clue as to where there is spiritual hunger and need. How does this further help you see the people God has for you to reach? How can you see a legitimate human need in any lifestyle group regardless of age, economics or other feature?

ACTION STEPS:

1. Using MissionInsite, community leader interviews, observations from growing churches and reflection on your own congregation, discern an underserved people that you believe God is calling you to reach.
2. Study the MI descriptions of the dominant lifestyle sectors in your mission field. What do you learn about them that will matter to your ministry planning?
3. Identify 4-6 key values that you believe new attendees would be drawn toward in your new service. Test those values with several groups both inside and outside the church as well as with other growing congregations other than your own.
4. Identify 2-4 strategic missional partnerships (daycare director, school principal, apartment complex manager) that fit your mission field that you can begin to cultivate. Identify 2-4 individuals from your team who will form partnerships and develop mission projects for service with these groups. Recruit teams to engage in those local efforts.
5. Recruit 5-10 people for your next training with a priority being people similar to the underserved group you are seeking to reach.