



**MISSION DRIVEN  
STRATEGIC PLANNING WORKSHOP**

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## HAVE YOU HEARD THIS BEFORE?

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- “We did a plan five years ago and haven’t looked at it since.”
- “By the time we finished our plan we were already carrying out all of its strategies.”
- “Don’t really believe in planning. It’s a lot of work and often doesn’t get us where we want. We just lay out some key targets and hope we achieve them.”



## HOPE IS NOT A STRATEGY?

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- *“Hope is not a strategy.” Vince Lombardi*
- *“A vision without a strategy remains an illusion.” Lee Bolman*
- *“The essence of strategy is choosing what not to do.” Michael Porter*
- *“You cannot be everything to everyone. If you decide to go north, you cannot go south at the same time.” Jeroen De Flander*
- *“Strategy without process is little more than a wish list.” Robert Filek*
- *“However beautiful the strategy, you should occasionally look at the results.” Sir Winston Churchill*
- *“Vision without action is a daydream. Action with without vision is a nightmare.” —Japanese proverb*
- *“In life, as in football, you won’t go far unless you know where the goalposts are.” —Arnold H. Glasgow*
- *“The single biggest problem in communication is the illusion that it has actually taken place.” George Bernard Shaw*
- “The common denominator of success is a strong, empowering, guiding, inspiring, uplifting purpose, If it’s clearly set into your mind (as opposed to the end justifying the means,) that purpose will guide everything. You will begin to work from your imagination, not memory.” Stephen Covey



## LEADERSHIP IS ABOUT ASKING QUESTIONS!

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- **Leadership is not about having the right answers it’s about asking the right questions.** Here’s some questions that you can ask and talk through in your various organizational leadership teams.



## External Environments

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- What are the 4 to 5 things happening in the community, the state, and the country that you think will have the greatest impact on your organization?



## VISION, MISSION, CORE BELIEFS VALUES & STRATEGY

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- **Vision:** A vivid description of your future in 3-10 years, common understanding of future possibilities, future business history, ideal inspiring message.
- **Mission:** Why you exist, organization's reason for being, purpose, lasts for generations, often not unique.
- **Core Beliefs and Values:** What you stand for, limited number of core commitments, do not change with trends, clear keys for success that require unrelenting adherence.
- **Strategy:** A thrust in organizational direction. What makes you valuable, unique, and sustainable in your marketplace? The means, the ways, the how's by which organizations accomplish their vision in a dynamic environment. The direction that bridges the gap between where you want to be and your current assessment.
- **Leadership:** Leadership is helping people know what is the next faithful step that God is calling them to take.



## ANALYSIS TOOLS

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- **DO A SWOT ANALYSIS** - Strengths. Weaknesses. Opportunities Challenges/Threats
- **ASK VISIONING QUESTIONS**
  - Where should we be? Where have we been? Where are we now? What will be if we keep going as we are now? Where will we go from here?
- **STOP START CONTINUE** – What are three things we need to stop doing? What are three things we need to start doing? What are three things we need to continue doing?
- **PORTERS FIVE FORCES** – 1. Threat of new entrants, 2. Intensity of rivalry among existing organizations, 3. Threat of substitute products or services, 4. Bargaining power of clients, 5. Bargaining power of providers



## ANALYSIS TOOLS CONTINUED

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### • THE STRATEGIC PLANNING PREPARATION PROCESS

- Do a demographic study of your community 1. [www.perceptgroup.com](http://www.perceptgroup.com), 2. <https://thearda.com> – The Association of Religion Data Archives, 3. [www.city-data.com](http://www.city-data.com) 4. [www.peoplegroups.info](http://www.peoplegroups.info)
- Conduct a needs assessment of your community and your church 1. [www.compassionbydesign.org](http://www.compassionbydesign.org), 2. [www.mintools.com](http://www.mintools.com)
- Have someone present a brief history of the church
- Have someone present current digital/technological trends
- Lead your church through some simple visioning exercises
- Have the pastor present Mission-driven BASIC's to the church

### • SIX CRITICAL QUESTIONS

In his book “The Advantage: Why Organizational Health Trumps Everything Else In Business” Patrick Lencioni states that there are 6 critical questions every leadership team must be able to answer. The 6 questions are:

- Why do we exist?
- How do we behave?
- What do we do?
- How will we succeed?
- What is most important, right now?
- Who must do what?



## My Daily Motivation

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*“It is not the capabilities you now possess, or ever will have, that will give you success. It is that which the Lord can do for you. We need to have far less confidence in what man can do and far more confidence in what God can do for every believing soul. He longs to have you reach after Him by faith. He longs to have you expect great things from Him. He longs to give you understanding in temporal as well as in spiritual matters. He can sharpen the intellect. He can give tact and skill. Put your talents into the work, ask God for wisdom, and it will be given you.”*