

FROM MISSION TO MINISTRY

An Overview of the Planning Process

MICHIGAN DISTRICT LCMS WEBINAR | MAY 10, 2013

- I. Introduction
- II. Strategic Planning Phase
 - A. By the Leadership Team
 - 1. Establish the CORE VALUES
 - 2. Establish the MISSION STATEMENT
 - 3. Establish the CHURCH'S VISION
 - 4. Set on-going CRITICAL TARGETS (ministry areas)
 - 5. Set OUTCOMES with each target
 - 6. Set MEASUREMENTS for each outcome



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III. Operational Planning Phase

A. By Ministry Area

1. Develop a **STATEMENT OF PURPOSE** for each ministry area
2. Develop **PRIMARY RESPONSIBILITIES** of each ministry area
3. Develop **IMPACT POINTS** for each ministry area
4. Develop **GOALS** around each impact point
5. Develop **SPECIFIC, ATTAINABLE, MEASURABLE OBJECTIVES** to accomplish each goal
6. Develop **ACTIVITIES** for each objective, including accountability

B. By the Leadership Team

1. Develop a **RESOURCE PLAN**, including **FINANCES** and **FACILITIES**

