

Creating Effective Strategies

5 Phases of Building New Strategies



PHASE 1 IDEATION

Key Activities: Identify challenges/opportunities, Pray for wisdom & guidance. Get the right people together. Brainstorm ideas.

- What's **problem to solve/opportunity to Pursue?** Consider you churches vision, mission, existing strategies).
- How will we spend **time with God**, seeking wisdom and guidance?
- **Who** should be involved? Who owns or affects part of this phase?
- **Why** is it critically **important** we address this?
- What's the **timing** or urgency?
- What are the **costs** (impact on time, people, and money) if unaddressed?
- **How** will we **measure** success?
- What are **potential solutions?** Brainstorm ideas.

Key Deliverable: 1-2 potential solutions

Project Checkpoint: Get approval from supervisor/input from others if needed



PHASE 2 CREATION

Key Activity: Create initial Strategy Plan (Present proposal if needed)

- **Who** should we involve in this Phase?
- Create Plan/proposal that answers:
 - What's the Proposed **Strategy's name?**
 - What's the **compelling vision** (the problem, why/how this solves it, why it's key to our mission, and its impact on goals)?
 - **How** we'll **measure** success?
 - **Who owns** the project?
 - **Who's the workgroup?**
 - What are the anticipated **costs** (time, people, and money) of doing the **solution?** Define resources.
 - What's the **high-level timeline?** Define for each project phase.
 - Is Final Approval needed, and if so, who is it?

Key Deliverable: High-level Strategy Plan or Proposal

Project Checkpoint: Share Plan or Present Proposal to Supervisor

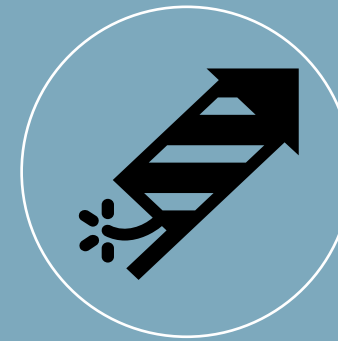


PHASE 3 DEVELOPMENT

Key Activity: Develop detailed Strategy Plan. Prepare for Implementation.

- What's the **Final Strategy Name and quick overview?**
- What's the communication plan?
 - Who needs to know what and when do they need to know it?
- Develop detailed plan for Implementation phase
- How can the **vision** (the why) be clearer, more compelling?
- What are the **actual costs** (time taken, people involved, money spent)?
- Who is final approval needed from?
- Develop high-level plan for Evaluation phase.
 - How will we gather feedback and from who?
 - What data do we need to track and how will we track it?

Key Deliverables: Implementation plan
Project Checkpoint: Review implementation plan with supervisor to get final approval if needed.



PHASE 4 IMPLEMENTATION

Key Activity: Launch the Strategy.

- Are we **working** the **communication plan** so we're all on same page?
 - Clearly communicating vision to people at right time?
 - Setting clear expectations?
 - Ensuring all know what success looks like (the goals)?
 - Seeking feedback frequently?
- Are we **observing** how **implementation** is going?
 - Ensuring all have knowledge & resources to implement it well?
 - Troubleshooting issues?
- Who can we **encourage/celebrate?**
- Have **informed everyone** needed?

Key Deliverable: Ministry Strategy implemented with clear vision, communication, and buy in.

Project Checkpoint: Move to Phase 5 regardless of how implementation went.



PHASE 5 EVALUATION

Key Activity: Evaluate effectiveness.

- What's the **detailed evaluation plan** (who, what, when, where, why, how) to evaluate product's effectiveness?
 - Who was involved or impacted? Get their feedback.
- Did it accomplish the goals? **Measure.**
- Who was pivotal? **Celebrate!** Consider sharing stories.
- **Who** needs to **help decide** if/how this strategy will be used in future?
 - Would successor/wise leader continue, tweak, or discontinue it?
 - If tweaking, how, when, & who?
 - Who needs to share decision?

Key Deliverable: Feedback & data-backed decision about its future use

Project Checkpoint: Present evaluation summary and proposed decision to supervisor.