

Strategy Statements & S.M.A.R.T. Goals Worksheet

It is important that, during the strategic planning process, that a church defines what it wants to accomplish in light of its vision, mission, and core values. This can be done by writing out strategy statements that take into consideration your church's SCO assessment (i.e., strengths, challenges, and opportunities). Strategy statements should recognize your church's strengths and address its challenges. The intersection of strengths and challenges is opportunity. Strategy statements should, then, take advantage of your church's present opportunities for building a stronger future.

Keeping in mind your church's vision, mission, and core values, write out 2–3 possible strategy statements that recognize your church's strengths, address its challenges, and take advantage of its opportunities (e.g., Our church will reach children, youth, and young adults by expanding its tutoring program as a service ministry. Because of our proximity to an elementary school, we wish to expand our successful tutoring program to include young adults.). Write them on the lines provided below.

1. _____

2. _____

3. _____

In your small group, review everyone's strategy statements, and agree upon 2 of those strategy statements that will represent your group. Write them on the lines provided below.

1. _____

2. _____

Now that you have crafted a church strategy, it is important to imagine what is necessary to achieve that strategy and outlining that through the process of goal-setting. A goal is a statement that describes what your church will achieve after your strategic plan has been established. It is an extension of your strategy and an outcome of your church's core values, mission, and vision. Goals should not be "set in stone" but adaptable when conditions warrant changes. Also, goals should be S.M.A.R.T., meaning **s**pecific, **m**easurable, **a**ttainable, **r**ealistic, and **t**imely.

S.M.A.R.T.

Specific—A specific goal is more likely to be accomplished than a general goal. To be specific, a goal should state an end result, who is involved, where (if applicable), when the goal will be achieved, and how it works toward your church’s vision.

Measurable—This is where numbers come into play as you quantify success through questions, such as, “How much?”, “How many?”, and “How will I know when it is accomplished?”

Attainable—Your church should set its goals high enough to challenge staff and members, but not so high as to be unreasonable. Set goals that inspire you, and allow for celebrations along the way.

Realistic—Craft your goals within the reality of your current context and resources. Consider the time, talents, financial resources, and energies of the people who will take part.

Timely—A goal should adhere to a specified timeframe. Without a timeframe, there is no urgency and no one is held accountable. Whether your goal is tied to an annual event or stands on its own, an agreed-to date for its conclusion should compel your church membership to get moving.

Keeping in mind your church’s vision, mission, and core values, write out 3–5 possible S.M.A.R.T. goals for each of the strategy statements above (e.g., Within four months, our church will involve at least five young adults in our tutoring program, which will begin one month after the start of the school year. Our church will use promotional opportunities during the summer to spread the work throughout the community). Write them on the lines provided below.

Strategy Statement I

1. _____

2. _____

3. _____

4. _____

5. _____

Strategy Statement II

1. _____

2. _____

3. _____

4. _____

5. _____

