

Action Planning Worksheet Guide

The purpose of establishing goals, objectives and strategies is to help each ministry area align itself with the mission and purpose of Whitesburg Baptist Church.

The importance of establishing goals, objectives and strategies is to help Whitesburg Baptist accomplish its long-term strategic goals. Our goals, objectives and strategies should address what we want to accomplish (goal), the difference the goal will make to the church (measurable objective), and how we are going to get there (strategy).

The Action Planning Worksheets will enable us to identify the goals, objectives and strategies we intend to incorporate into our ministry areas.

What are the expectations?

Culture: We are pursuing a culture of:

- Community (relationships/connectedness)
- Excellence
- Anticipation
- Revival

Clarity

Clarity is when everyone from the Senior Pastor to the nominal church member understands the reason the church exists, its purpose and mission.

Clarity means that mission and vision is defined at every level; helping all identify the purpose of their team, department and or individual roles within the organization. When they are clear on why their role exists, how they contribute to the overall purpose and how they add value, their work becomes more meaningful. They become more engaged and passionate about their work.

Clarity is *the ability of the process to be communicated and understood by the people*. A clear process has ability. It has the ability to be easily communicated and understood. Clarity involves certainty, and it eliminates confusion.

(Eric Geiger)

Clarity regarding our core values, mission and vision.

Alignment

Alignment occurs when leadership, systems, teams, departments and resources needed to do the work are supporting the overall purpose, values and compelling vision. When these are key drivers in our decision making, our team and church will be able to function at high levels.