# **Goal Setting: Strategic Action Planning Ministry**

Philippians 3:13 through Philippians 3:14 (NKJV)

<sup>13</sup>Brethren, I do not count myself to have apprehended; but one thing I do, forgetting those things which are behind and reaching forward to those things which are ahead, <sup>14</sup>I press toward the goal for the prize of the upward call of God in Christ Jesus.

"Many people fail in life, not for lack of ability or brains or even courage but simply because they have never organized their energies around a goal."

- Elbert Hubbard

## Why Goals Are Important to Ministry

#### **Ministry without goals:**

Our future is not well defined. We lack direction.

We have success but no progress. We fail to reach our full potential

## Ministry with good goals:

Our commitments affect our future. We have clear targets.

We build by compounding tasks. God causes us to exceed our potential.

# Steps in setting goals

- 1. <u>Pray</u>. God has a plan for the church. We must rely on him to give us the plan and give guidance throughout the plan.
- 2. <u>Review your purpose</u>. Any goal that isn't in line with your purpose should be thrown out. Otherwise you will be doing "goodly things" instead of "Godly things". Focus. Alignment.
- 3. <u>Reconcile your commitment level.</u> Reaching your goals will cost you something. Leaders who are not willing to serve are hard pressed to get others to serve.
- 4. <u>Make it big.</u> Goals should never be limited by your abilities. Every goal should have room for God to work and room for others to join in the work.
- 5. <u>Write it down</u>. Write your goal in detail. Read it back to yourself aloud. Seek the counsel of others. Refer back to it often. Revise it when necessary as you get clarity.

### **Developing a Strategic Plan**

<u>Goals</u> – overall outcome you wish to achieve; provides the big picture without getting bogged down with details. Ask yourself: When I consider the vision / purpose of our church and the purpose of my ministry, what is the one thing I can do to reach that goal?

<u>Objectives</u> – intimately tied to your goals, makes them more concrete, achievable, and measurable. They are still broad category concepts without a lot of details.

Ask yourself: When I look at my goal, what are the 2 to 3 key objectives I must meet to accomplish the goal? If I break the goal down to 2 or 3 smaller goals, what would they be?

<u>Strategies</u> – the course of action pursued to satisfy your objectives. Ask yourself: What are the strategic tasks we can perform to meet each objective?

<u>Tactics</u> – detailed, specific, hands on activities that put the strategies into action. Ask yourself: What are the individual steps necessary to make each strategy a success?

<u>Timeline</u> – integrated timetable that ties all of your tactics, strategies, and objectives together to meet your goal. Ask yourself: Who will be the point person for each task and what is a realistic time for each task to be accomplished?

Tactic	<b>Due Date</b>	Person Responsible

