
Tactical Strategy Activity

1. Define the Target

- Write a vision statement of 3 - 5 sentences that captures the unique future you believe God has invited you to co-create. Make sure the statement is specific and measurable. Make sure it exists in the future (at least 5 years away). Make sure it captures the unique values of your new faith community.
- Ex. - *"In five years Simple Church Owenwood will have repurposed space in our facility and created meaningful rhythms in our calendar for the people in our neighborhood to incubate and share their passions. Simple church will be an inclusive space that reflects the rich diversity of our neighborhood. As a neighbor, we will partner in the transformation of our neighborhood through relevant community engagement and an intimate, non-traditional worship service. We will be a fully sustainable faith community developing disciples/leaders who are in the process of multiplying into a new context where revitalization is necessary."*

- ---

2. Brain Dump Steps

- On Yellow Post-it notes write all the things that need to happen to get from where you are today to where you want to go based on your target statement. Do not worry about any sort of order at this point. Quantity is important. Do not overthink. Come up with at least 50 steps/tasks that must take place to get from where you are to where you are going. It is ok if there is some overlap or if you repeat some steps. You will have time later in the activity to sort through the steps and combine or eliminate where necessary.
- Make sure to think through every aspect of your project for example:
 - Vision development
 - Values development
 - Team development
 - Community engagement
 - Marketing
 - Leadership development/volunteers
 - Events
 - Permits
 - Scale
 - Facilities
 - Supplies
 - Staff
 - Funding/Budgets
 - Calendar Rhythms
 - Communication

3. Brain Dump Challenges

- On Red Post-it notes write down all the challenges/obstacles you can think of to get from where you are to where you want to be.

4. Sequence

- Sort all of your Post-it notes and put them in a sequence. Use columns to organize them and try to look for patterns or larger themes that might emerge. What needs to be done 1st, 2nd, 3rd, etc. Do any of them naturally go together? Are there any that repeat or can be combined into one?

5. Phases/Stages

- Once you have a general sequence try to break all the tasks and challenges into 3 - 5 phases or stages. Look for themes and places where there seems to be a transition or change of focus. Once you have broken them out into stages take the Green Post-it notes and give each stage a chapter title that captures the main focus, purpose, or theme of that particular stage. In between each stage leave a blank column where you could fit a column of Post-it notes.



6. Benchmarks

- Using the Blue Post-it notes develop benchmarks in between each stage that will create the threshold to move from one stage to the next. How will you know you are ready to move to the next stage? These benchmarks will guide your activity and will let you know when you have been successful.
- When thinking about benchmarks refer back to your 5 - 10 year vision statement. What will be necessary for you to live fully into that? Think about facility, money, people, etc. When considering financial sustainability you can average about \$125 per giving adult, per month. You can use this as a guide/target and then as you think about the years leading up to it you can set your goals and benchmarks accordingly. For instance, year 1 - 30% towards that mark, year 2 - 50% towards that mark, year 3 - 75% towards that mark, year 4 - 100%.
- Examples of benchmarks:
 - A core team of at least 8 members
 - Team rhythms developed
 - Team covenant created
 - Organizational values identified by team through collaboration
 - Developed and executed a contextual listening strategy
 - At least 1000 new connections made
 - At least 250 1 to 1's completed
 - At least 4 small groups meeting weekly
 - Team will have created a database to track new connections
 - 3 mosaics identified and engaged by everyone on the core team
 - Nucleus of at least 50 people contributing \$125 monthly and committed to regular attendance
 - Developed and functioning discipleship pathway/ ecosystem

7. Timeline

- Determine an estimated time you think it will take to complete each stage. These are general estimates to give you a goal and an idea of how long each stage should take. The timeline will help keep the team accountable but it is the benchmarks that will actually drive the timeline and not the other way around.