

Planning Goals & Strategies

As leaders, it's important to have an honest evaluation of where we are in our ministry. Realizing where we are can help us determine where we want to go. As we understand the resources we currently have to work with (people, time, finances, facilities, etc.) we can project into the future and set a course for where we want to go.

Goals

Projecting the future for our ministries involves setting goals in each of the major areas that we oversee. Goals are statements of what could be and should be if they are well thought out and prayed about before they are determined. When setting goals, take into account that a goal needs to be:

1. Reasonable/Attainable - Is the goal actually one that you think can be reached?
2. Measurable - Can the goal be measured so you will know if you've reached it or not?
3. Specific - Is the goal specific enough that others will understand it?
4. On a Time Table - By when do you hope to reach your goal?
5. One Statement - Can you verbally state your goal in one sentence?

Example:

Let's say I want to set a goal to read more books. If I just say my goal is "to read more", I have really not set any criteria to know when I have reached my goal. I will probably also stop trying far sooner than I should. I need to know how much I read and what I hope to read by a certain date. So my goal should probably be thought out like this:

1. I now read 1 book every year.
2. I want to read 12 books every year.
3. I need to read 1 book every month.
4. I want to have read 12 books by 12/1/xx

My goal could be stated like this.

I want to read 1 book per month beginning on December 1 of this year so that by December 1 of next year I will have read 12 books during the year.

Strategies

After the goal has been clearly thought out, prayed about and determined, a strategy to reach it should be planned. The strategy will be the plan to actually move you towards attaining the goal. In planning a strategy ask yourself questions such as:

1. What needs to change?
2. What should be done?
3. Who can I involve?
4. When can I make these changes?
5. How can these changes help towards the goal?
6. Which programs are not working that should be modified or stopped?
7. What new programs should be started that will help towards my goal?

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