

Essentials to Leadership: Strategic Planning

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Course description: Strategic Planning– part 4

In this lesson, we continue to focus our attention in the area of strategic planning. The necessity of goals is critical to the success of the church. Too many congregations coast along hoping that everything will be different with a new preacher or once they have elders. As essential as vision is to the growth and development of the church, so is strategic planning.

Course Objectives: By the end of the class students will have:

- A. Identified the components that make up SMARTER goals for the church.
- B. Discussed five possible goals for the next year for the church.
- C. Introduced the concept of a S.W.O.T. analysis.

Outline of the class:

- A. The acronym for SMART goals has been around a long time and used in a variety of ways. Others have added the ER to make SMARTER goals, which adds a couple of components to help, especially as it relates to the strategic planning cycle we discussed in previous lessons.
- B. Discuss the following areas that relate to the SMARTER acronym.
 - 1. Specific
 - 2. Meaningful
 - 3. Attainable
 - 4. Results-oriented
 - 5. Time-bound
 - 6. Evaluated
 - 7. Rewarded when achieved or Revisited when not and Re-adjusted
- C. Divide the class into groups of four and ask each group to take 15 minutes to discuss and list out five possible goals for the church.
- D. Once they have completed their lists, ask for each group to share and make a list on the whiteboard of the entire groups suggestions.
 - 1. After all the possible goals are listed, begin to filter out the ones that do not fit the SMART format.
 - 2. Keep asking the questions:

- a. Is the goal specific?
 - b. Is it meaningful?
 - c. Is it attainable?
 - d. Is it relevant?
 - e. Is it time-bound?
3. If the answer is not yes to each of these five questions, then the goal needs to be tossed out or modified to fit the criteria.
- E. After the class has narrowed down the top five goals for the next year, it is time to begin the most important step in this process, and that is to conduct a S.W.O.T. analysis. By way of introducing this concept, share the information below.
1. S.W.O.T. stands for Strengths, Weaknesses, Opportunities, and Threats
 2. The most common approach to these four areas is to recognize the internal and external nature of them, as well as, the helpful and harmful nature associated with each.
 3. Next week, we will dig into this more deeply with some of the goals.

Conclusion:

- A. A number of ways to thinking about goals can be found throughout the internet and books written on goal-setting and achieving.
- B. The SMART or SMARTER acronym is a common way to look at goals to see if they will help the church in its approach to setting goals for the future.
- C. Next week, we will continue our discussion this subject, but focus specifically on how to conduct a S.W.O.T. analysis in relationship to the goals established this week.

Recommended Reading:

Collins, Jim. *Good to Great*

Collins, Jim. *Built to Last*

Clinton, Bobby. *Bridging Strategies*

See the following link: <http://bobbyclinton.com/store/books-manuals/bridging-strategies/>

Hybels, Bill. *Courageous Leadership*

Kouzes, James M. and Barry Z. Posner. *A Leader's Legacy*

Maxwell, John. *21 Irrefutable Laws of Leadership*

Covey, Stephen. *7 Habits of Highly Effective People*