

Keeping focused on mission

The *I Will Go* framework



*Strategic planning?
Is that an Adventist thing?*



REACH
THE WORLD 



Arthur G. Daniells

Presidential address to the
1922 GC Session:

This Conference should lay definite, workable plans for this movement . . . the plan should be entered upon at once, and every preacher, every church officer, every institutional leader, should have a part in it.





World Church Strategic Plan



I WILL GO

STRATEGIC FOCUS

2020-2025

World Church Strategic Plan





2015–2020 Strategic Focus

- Three facets (**Reach Up/In/Out**)
- **21 Objectives**
- **81 Key Performance Indicators (KPIs)**



Three areas of emphasis
Ten objectives
59 KPIs





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Prayer, Bible study, and a biblical understanding



UNION
HAITIANA

UNION
COLOMBIANA
DEL NORTE

UNION
MEXICANA
DEL NORTE

UNION
GUATEMALTECA

UNION
MEXICANA
DE INTEROCEANICA

UNION
MEXICANA
DEL NORTE

UNION MEXICANA
DEL SURESTE
UNION MEXICANA
DE CHIAPAS

UNION
GUATEMALTECA

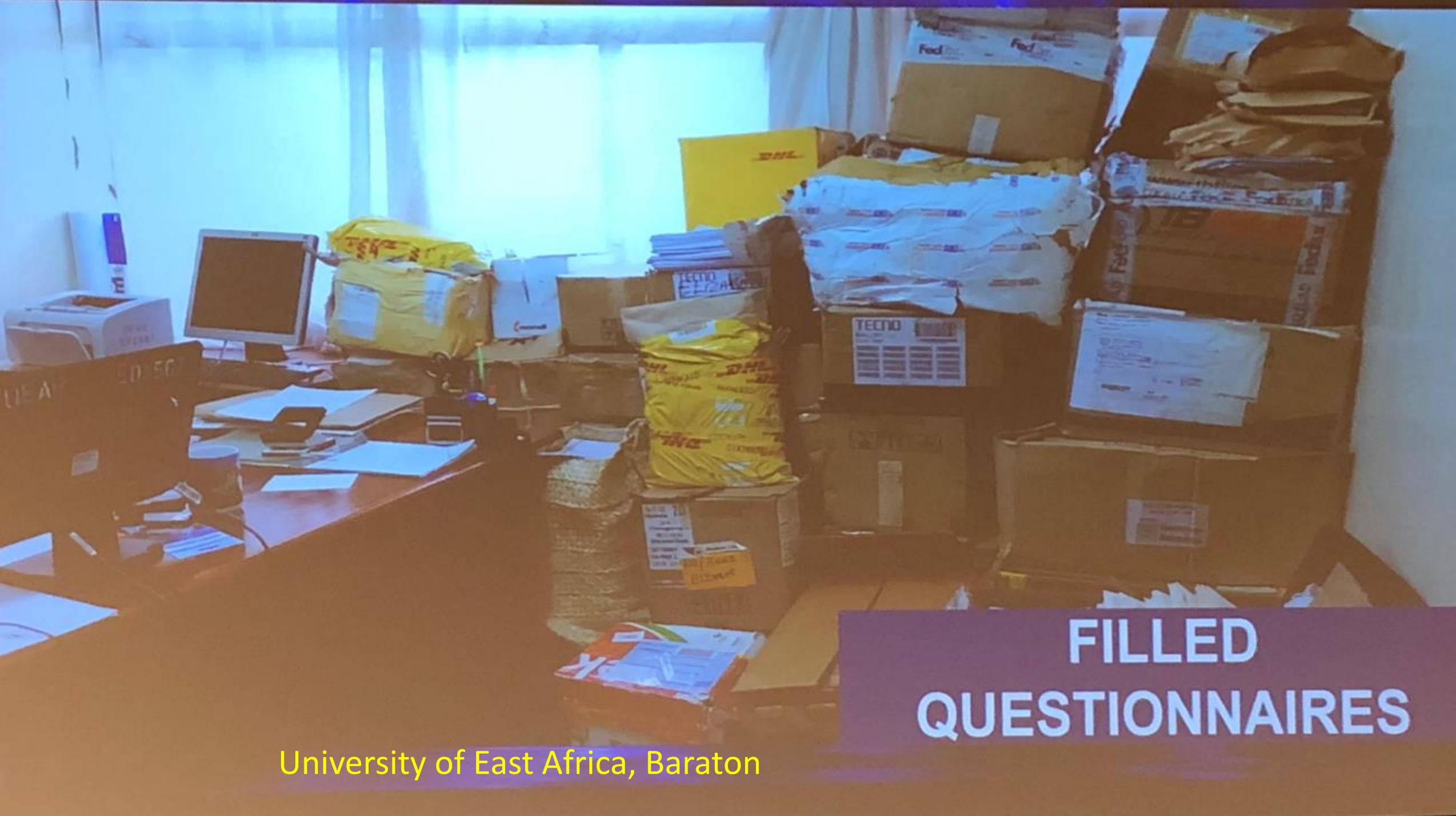
UNION
MEXICANA
DEL NORTE

UNION
MEXICANA
CENTRAL

UNION CUBANA
UNION COLOMBIANA
DEL SUR

UNION
SALVADOREÑA

UNION
PANAMEÑA
UNION DOMINICANA



**FILLED
QUESTIONNAIRES**

University of East Africa, Baraton

2013 n = 26,809 in 9 divisions –
margin of error = +/-3%

2018 n = 63,756 in 13 divisions



Almost 2.5 times larger
sample



n = 63,756

Every question had many “no answers”
But answers to every question = 50K+

Margin of Error = +/- 1%



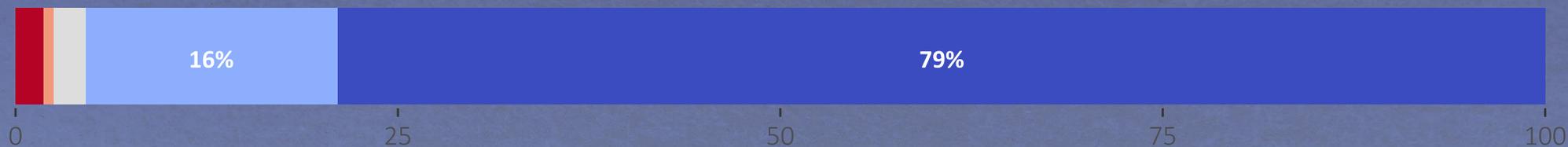


I Will Go framework is based on research

It will be the occasion for more research to check whether KPIs are attained

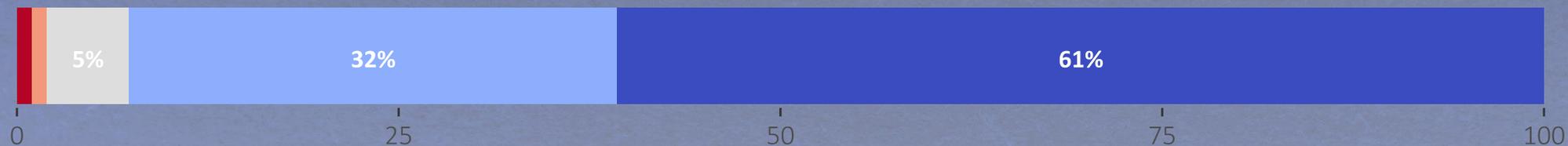
But also: past research is *useful for you*, even apart from its role in creating I Will Go . . .

Care for Body

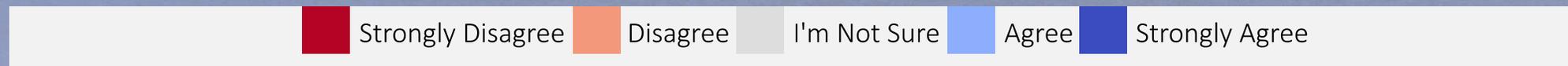


God wants me to take care of my body by avoiding alcohol, drugs, and tobacco.

Health Message



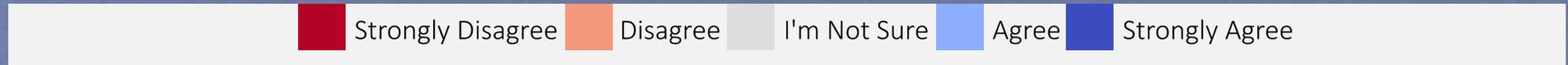
The Adventist Health Message emphasizes physical health (e.g. diet, exercise), mental health, emotional well-being, social support, and relationships as a part of spiritual growth.



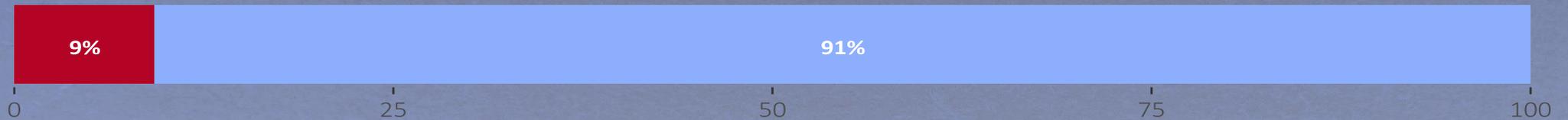
Health Message



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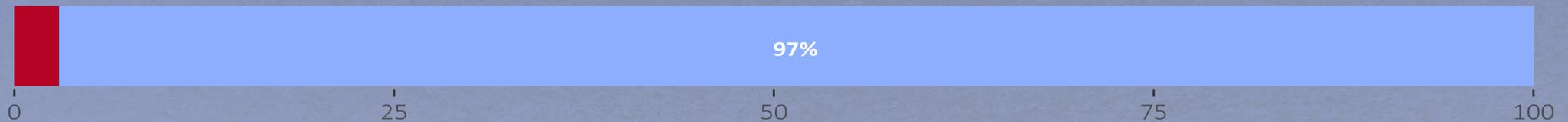


Alcohol Use



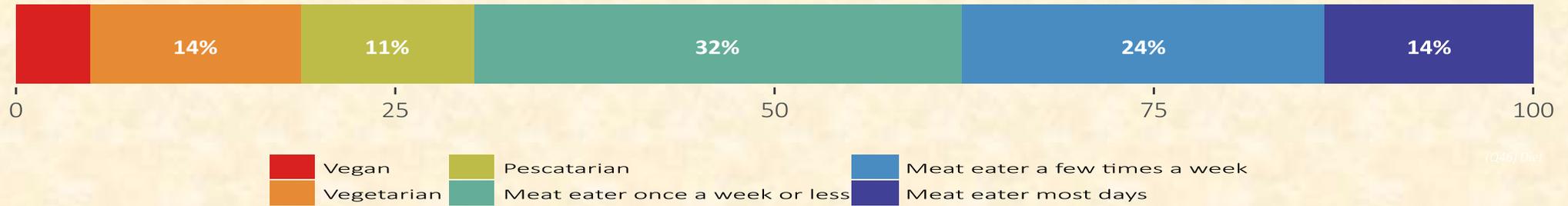
Alcohol use last 12 months

Tobacco Use



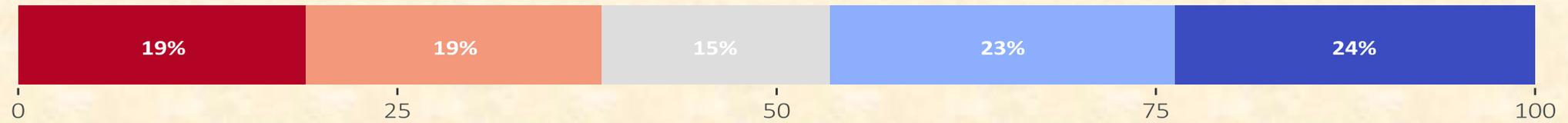
Tobacco use last 12 months

Diet



(046) Diet

Ensures My Salvation

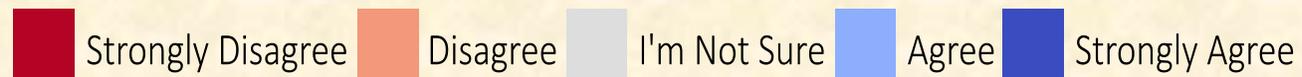


Following the health message ensures my salvation.

Live Longer



Following the Health Message increases the probability that a person will live longer.





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OBJECTIVE 4

To strengthen Seventh-day
Adventist institutions in upholding
freedom, wholistic health, and hope
through Jesus, and restoring in
people the image of God

KPI 4.1

Mission initiatives
in the 10/40 Window
and large urban areas
receive assistance from
institutions elsewhere
in the world

Why restrict yourselves to the obvious?

Why not think big picture?



KPI 1.6



“GC-funded periodicals include at least one story from the 10/40 Window or large urban areas in every issue”

— Why not about healthcare professionals or from an institution on the frontline of mission?

KPI 2.4

At least one Center of Influence operates in each urban area
of one million people or more





KPI 1.1

Increased number of church members participating in both personal and public evangelistic outreach initiatives with a goal of Total Member Involvement (TMI)



KPI 2.1

A worshipping group is established in each country of the 10/40 Window currently with no Seventh-day Adventist presence

KPI 5.1

Significant increase in numbers of church members regularly praying, studying the Bible, using the Sabbath School Bible Study Guides, reading the writings of Ellen White & engaging in other personal devotions











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Further research

- * Global survey of church members in all divisions & attached unions
- * Surveys of teachers and other institutional employees
- * If funding permits, a survey of pastors in all divisions



Further research

Will we attain the objectives
and KPIs
that we have agreed?



Only if Departments and other church entities adopt these goals



The research done in the next three years will tell us if we succeeded



Thank you for your help!