

How did we get “I Will Go”? Why is it important?

David Trim
Director



*Strategic planning?
Is that an Adventist thing?*



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.





1935: F. M. Wilcox spoke at Daniells's funeral:

“He proposed means and measures . . . He presented concrete and workable plans.”





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





I WILL GO

STRATEGIC FOCUS

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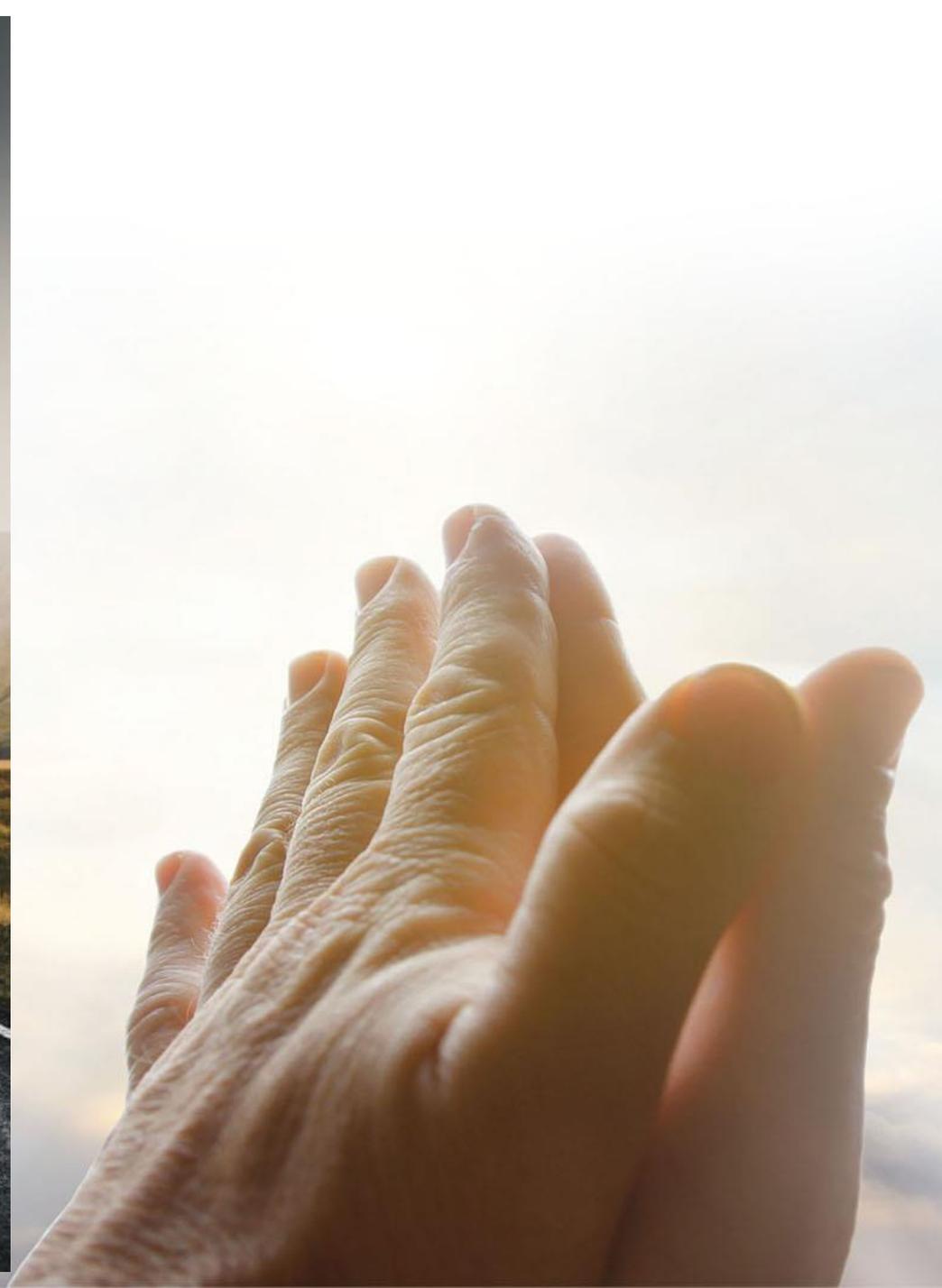


Prayer, Bible study, and a biblical understanding



STRATEGIC PLANNING CYCLE FOR THE GLOBAL CHURCH

Strategic Planning Process



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

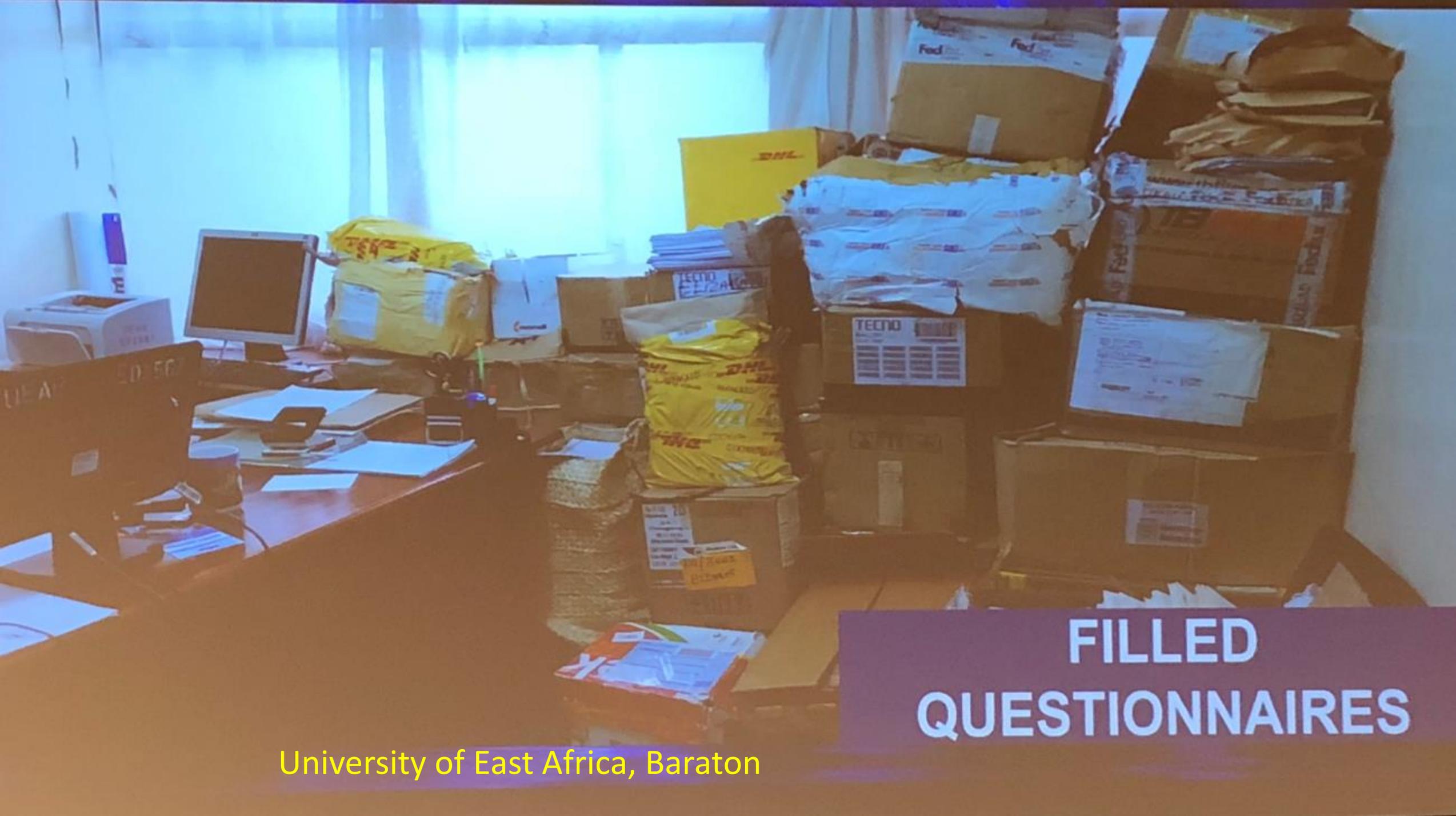
UNION
MEXICANA
DEL NORTE

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%



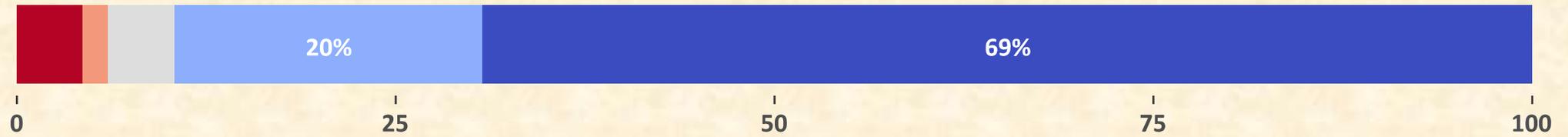


I Will Go framework is based on research

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 . . .

State of the Dead



When people die, their bodily remains decay and they have no consciousness or activity until they are resurrected.

Ensures My Salvation



Following the health message ensures my salvation.

Strongly Disagree Disagree I'm Not Sure Agree Strongly Agree

KPI 2.4

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



KPI 4.1

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





I WILL GO

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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!