

Keeping focused on mission

The *I Will Go* strategic framework



Arthur G. Daniells

Presidential address to the
1922 GC Session:

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





World Church Strategic Plan



World Church Strategic Plan



I WILL GO

STRATEGIC FOCUS

2020-2025





2015-2020 Strategic Focus

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



Three areas of emphasis
Ten objectives
54 KPIs





I WILL GO

STRATEGIC FOCUS

2020-2025

STRATEGIC PLANNING CYCLE FOR THE GLOBAL CHURCH

Strategic Planning Process

```
graph TD; BU[Biblical Understanding] --> MS[Mission Statement]; MS --> DC[Data Collection]; DC --> I[Issues]; I --> G[Goals]; G --> AP[Action Plans]; AP --> IM[Implementation]; IM --> EPGT[Evaluation of Projects & Global Trends]; EPGT --> BU; EPGT -.-> DC; G -.-> AP
```

The diagram illustrates the Strategic Planning Process for the Global Church, set against a background of a long, straight road stretching into the distance. The process is a continuous cycle of eight steps, each represented by an orange box:

- Biblical Understanding** (top)
- Mission Statement** (top right)
- Data Collection** (middle right)
- Issues** (bottom right)
- Goals** (bottom)
- Action Plans** (bottom left)
- Implementation** (middle left)
- Evaluation of Projects & Global Trends** (top left)

The flow is indicated by arrows: a solid arrow from **Biblical Understanding** to **Mission Statement**, a solid arrow from **Mission Statement** to **Data Collection**, a solid arrow from **Data Collection** to **Issues**, a solid arrow from **Issues** to **Goals**, a solid arrow from **Goals** to **Action Plans**, a solid arrow from **Action Plans** to **Implementation**, a solid arrow from **Implementation** to **Evaluation of Projects & Global Trends**, and a solid arrow from **Evaluation of Projects & Global Trends** back to **Biblical Understanding**. Additionally, there are two dashed arrows: one from **Evaluation of Projects & Global Trends** to **Data Collection**, and another from **Goals** to **Action Plans**. A large yellow arrow points towards the **Goals** box.

STRATEGIC PLANNING CYCLE FOR THE GLOBAL CHURCH

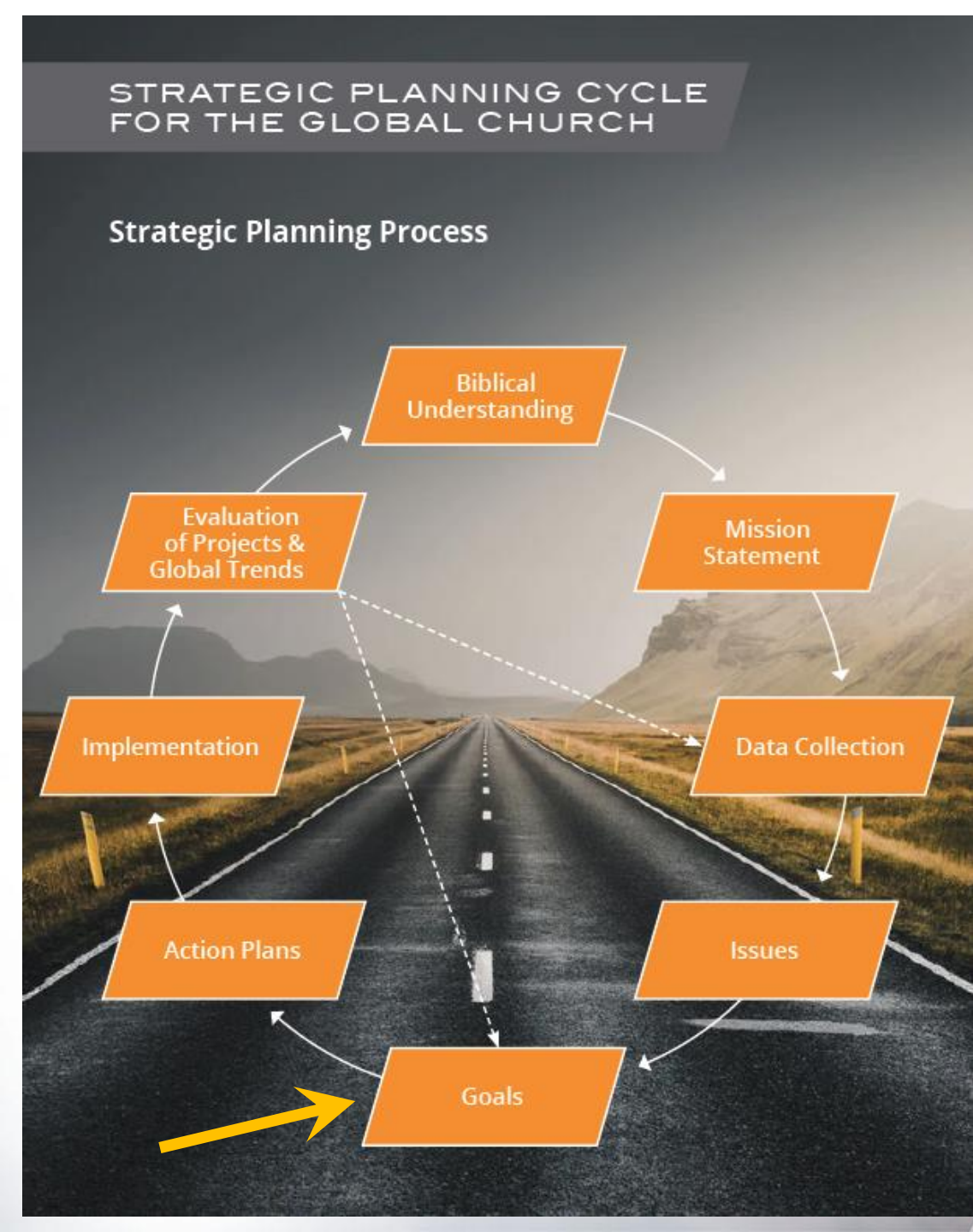
Strategic Planning Process

```
graph TD; BU[Biblical Understanding] --> MS[Mission Statement]; MS --> DC[Data Collection]; DC --> I[Issues]; I --> G[Goals]; G --> AP[Action Plans]; AP --> IM[Implementation]; IM --> EPGT[Evaluation of Projects & Global Trends]; EPGT --> BU; EPGT -.-> DC; G -.-> AP
```

The diagram illustrates the Strategic Planning Process for the Global Church, set against a background of a long, straight road stretching into the distance. The process is a continuous cycle of eight steps, each represented by an orange box:

- Biblical Understanding** (top)
- Mission Statement** (top right)
- Data Collection** (middle right)
- Issues** (bottom right)
- Goals** (bottom)
- Action Plans** (bottom left)
- Implementation** (middle left)
- Evaluation of Projects & Global Trends** (top left)

The cycle is connected by solid arrows in a clockwise direction. A dashed arrow points from **Evaluation of Projects & Global Trends** to **Data Collection**, and another dashed arrow points from **Goals** to **Action Plans**. A large yellow arrow points towards the **Goals** box, indicating the starting point or a key focus of the 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

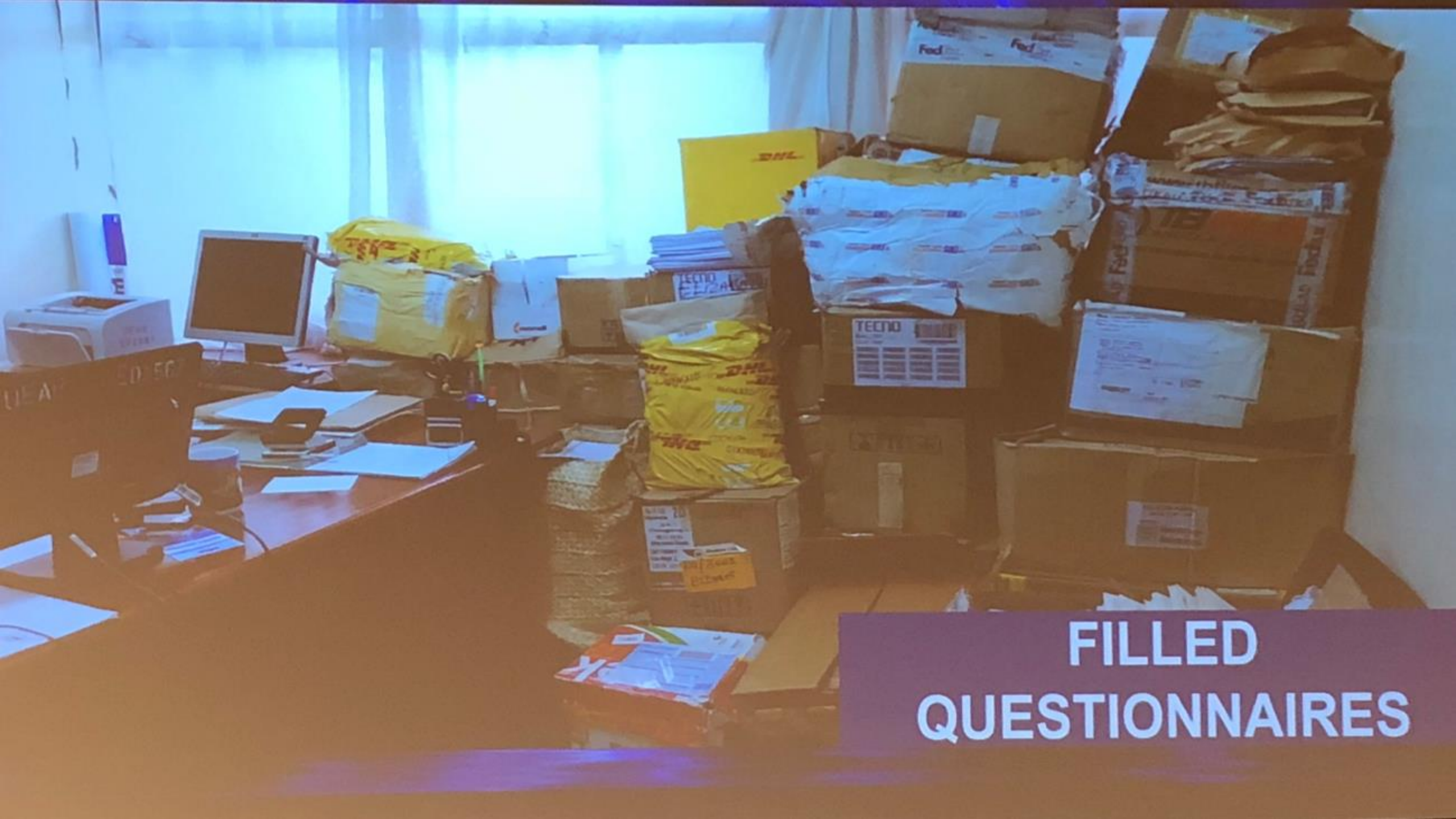
UNION
MEXICANA
DEL NORTE

UNION
MEXICANA
CENTRAL

UNION CUBANA
UNION COLOMBIANA
DEL SUR

UNION
SALVADOREÑA

UNION
PANAMEÑA
UNION DOMINICANA



**FILLED
QUESTIONNAIRES**

2013 n = 26,343 in 9 divisions –
margin of error = +/-3%

2018 n = 63,756 in 13 divisions



Almost 2.5 times larger
sample



I WILL GO

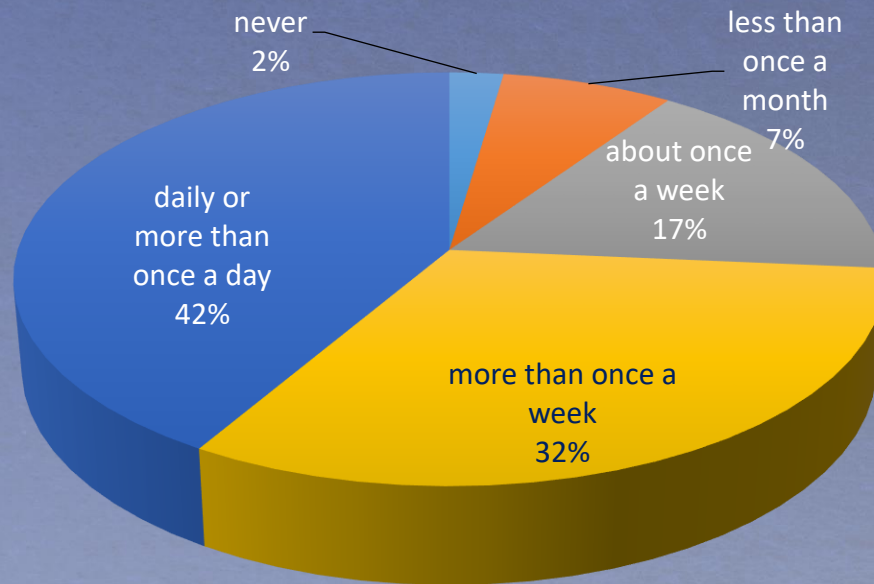
STRATEGIC FOCUS

2020-2025



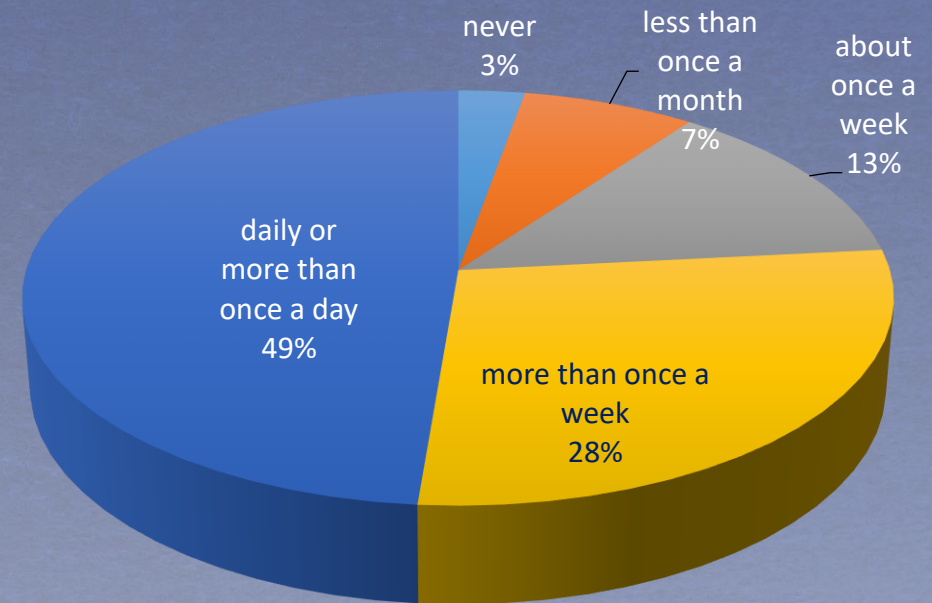
DAILY BIBLE STUDY

2013



Several times weekly = 74%

2018

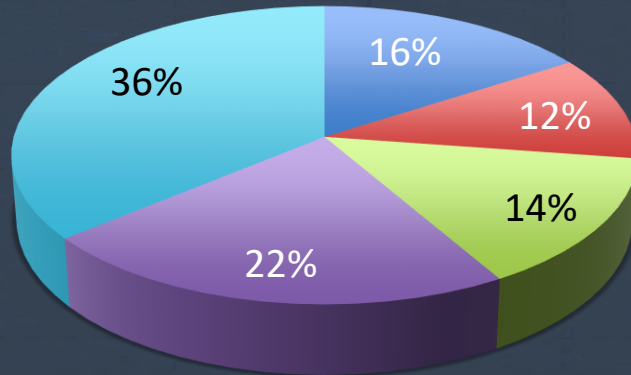


Several times weekly = 77%

Family Worship

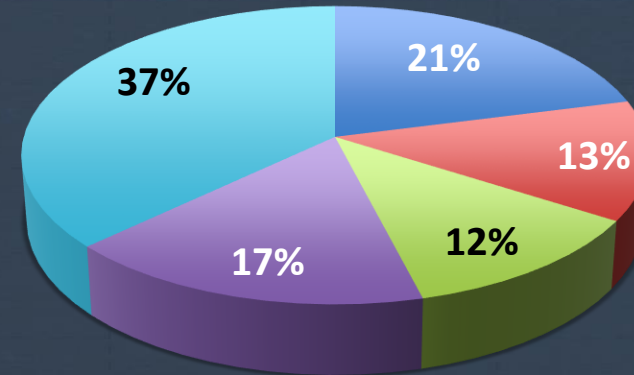
Multiple times per week **down**
from 58% to 54%

2013



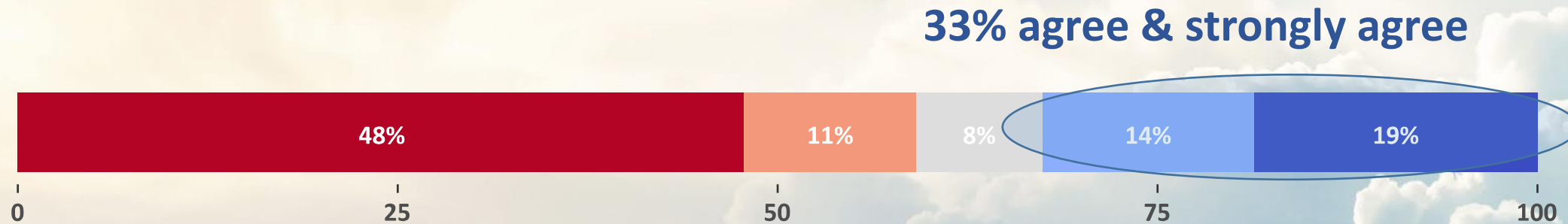
- never
- less than once a month
- about once a week
- not daily, but more than once a week
- daily or more than once a day

2018



- never
- less than once a month
- about once a week
- not daily, but more than once a week
- daily or more than once a day

State of the Dead 2018



The soul is a separate, spiritual part of a person and lives on after death.

Strongly Disagree Disagree I'm Not Sure Agree Strongly Agree



I WILL GO

STRATEGIC FOCUS

2020-2025

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!

