

**How did we get “I Will Go”?  
How will we measure success in  
achieving its objectives & KPIs?**

**David Trim  
Director**





# 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  
**59** KPIs







**I WILL GO**

**STRATEGIC FOCUS**

**2020-2025**



Prayer, Bible study, and a biblical understanding



## STRATEGIC PLANNING CYCLE FOR THE GLOBAL CHURCH

### Strategic Planning Process



1. **We need you to take the lead** in developing action plans
2. **We need your help** later in the quinquennium, in the evaluation & data collection: *i.e., in measuring the KPIs.*





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

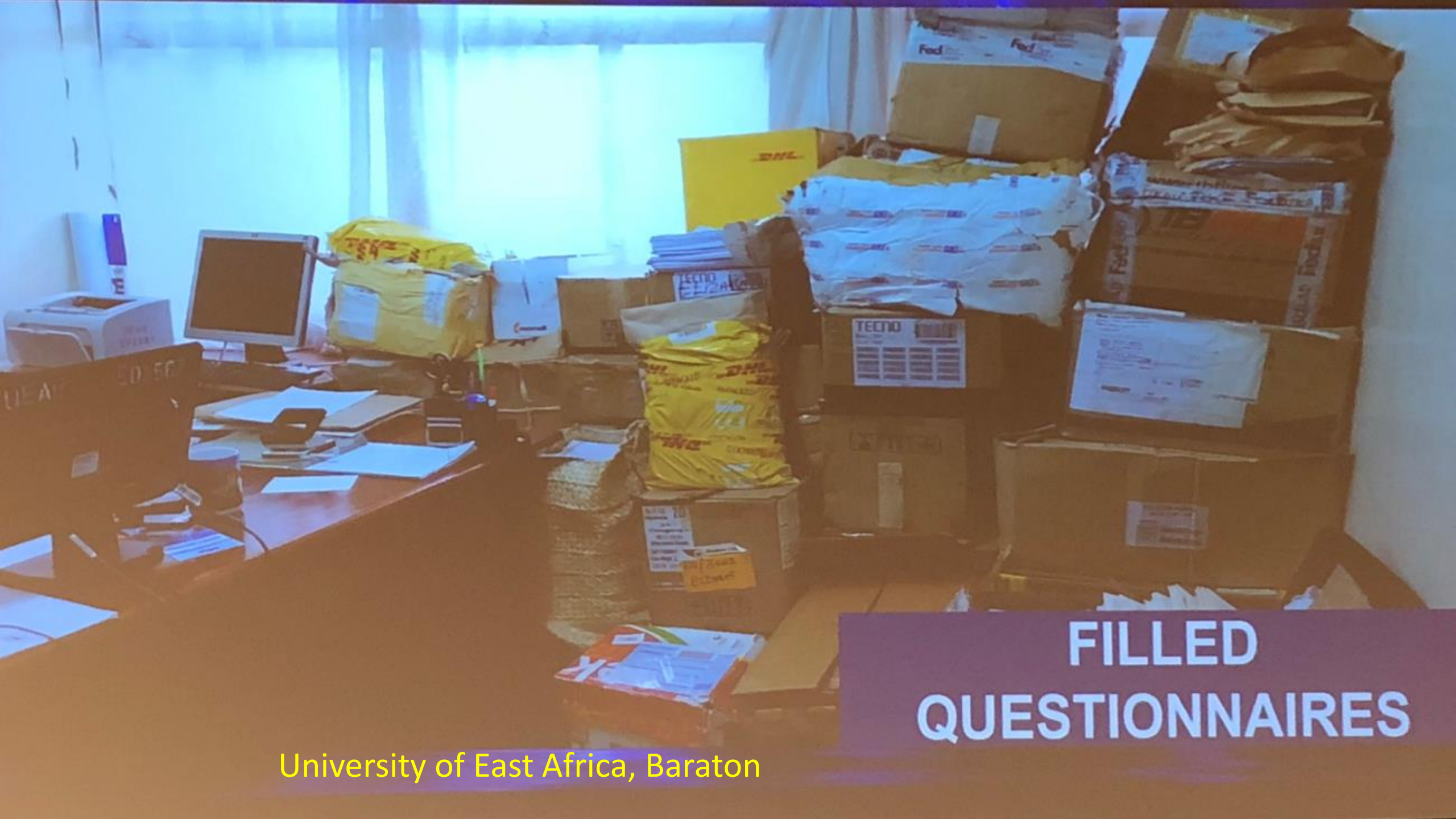
UNION  
MEXICANA  
DEL NORTE

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%**



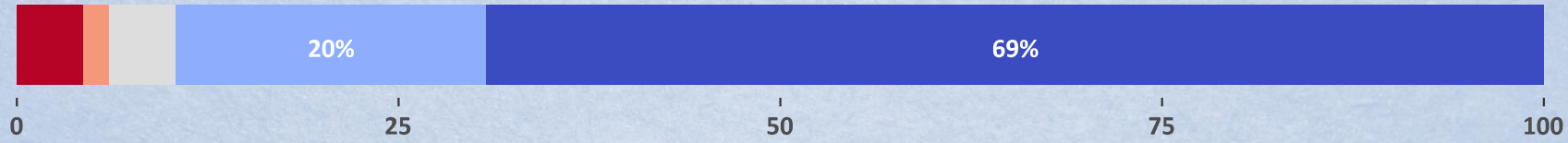




*I Will Go* framework is based on research

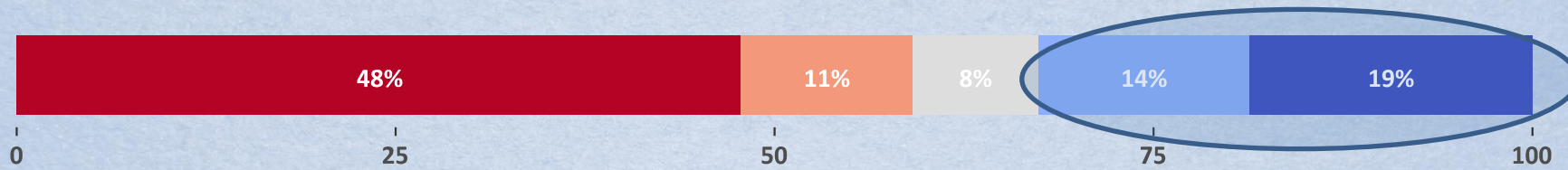
It will be the occasion for more research to check whether KPIs are attained

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



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

**89% agree & strongly agree**



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

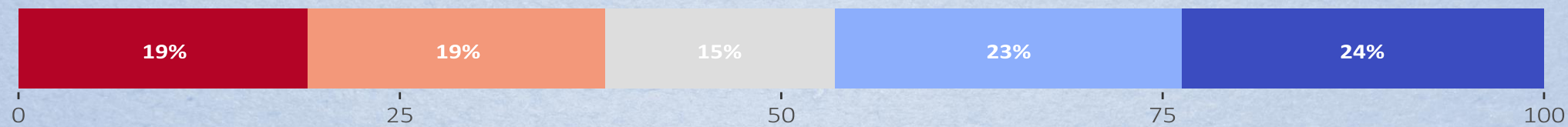
**33% agree & strongly agree**



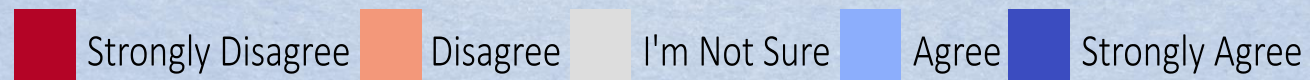
*The dead have powers to communicate with and influence the living.*

Strongly Disagree Disagree I'm Not Sure Agree Strongly Agree





*Following the health message ensures my salvation*





**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
- \* **Data assessed in 2023**



# Further research

Many of the KPIs will be measured by the surveys: QUANTITATIVE RESEARCH

But also: the officers of every division & attached unions, and directors of all GC departments will submit reports to the planning group:

QUALITATIVE RESEARCH





## KPI 2.5

“GC departments facilitate, initiate, and liaise between interdivisional mission projects, with active support from division and union officers”



## KPI 2.5

- As ACM becomes involved in such interdivisional projects, keep notes & records, so that the Department report to the Officers in 2023 can include that *ACM did* achieve this **KPI**



## KPIs 2.8, 2.9

“Each division identifies all significant immigrant/refugee populations in their territories, has initiatives in place to reach them, and reports annually to the Global Mission Issues Committee on progress in reaching them”

“Each GC department has programs in place responding to global trends in immigration”



## KPIs 2.8, 2.9

So division ACM directors: when you contribute to initiatives/programs for immigrants and refugees, create a summative report of what is done and your role, then pass it onto the Director of GC, ACM!

\* Will help demonstrate ACM role in achieving BOTH KPIs







## KPI 5.3

“Significant increase in acceptance and practice of the church’s distinctive beliefs, especially Creation (FB 6); Salvation by faith (FB 10); State of the dead and power of prayer over witchcraft and spiritualism (FB 26, FB 11); The Remnant Church (FB 12, FB 14); Principles of healthful living (FB 22); Sanctuary/Investigative Judgment (FB 24); Second Coming (FB 25); and the nature of the Fundamental Beliefs as a whole as Bible-centered doctrines that reflect a loving, gracious God”

## KPI 5.3

- Success will be *measured* by the surveys
- But there is no doubt that chaplains have a part to play in *achieving* success
- Thinking of a sound understanding of principles of healthful living, the state of the dead, and the power of prayer over witchcraft and spiritualism . . .





## KPI 6.2

“Evidence of greater unity and community among church members, of reduced conflict in local churches, and of an active commitment to zero tolerance of physical, emotional, and sexual abuse.”



## KPI 6.2

Success will largely be measured by surveys, but we also need to have qualitative data on what is happening at the local level.

We need chaplains to help **both** in *delivering* success **and** *measur-ing* success



# 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!*