

The world Church's I WILL GO strategic focus

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Director



*Strategic planning?
Is that an Adventist thing?*





Why have a strategic plan?



*Does the **Church** need something that comes from business?*

Why have a strategic plan?



Why have a strategic plan?





God has the longest-term strategic plan of all: the Plan of Redemption

Strategic planning is appropriate for the Church – it should be undertaken seriously and be based on research





God has the longest-term strategic plan of all: the Plan of Redemption

Sometimes we can misunderstand the story of David counting Israel to think we should be wary of data collection and analysis





God has the longest-term strategic plan of all: the Plan of Redemption

*Or we think that the **Church** does not need to concern itself with data, we just need to trust in the Holy Spirit*





“It was pride and ambition that prompted this action of the king. The numbering of the people would show the contrast between the weakness of the kingdom when David ascended the throne and its strength and prosperity under his rule.”

Patriarchs & Prophets, 746



Research is biblical

Evaluating a situation:

Neh. 2:11-16

Developing a plan and resources in advance:

1 Chron. 28:11-19, 29:1-5

Collecting data (statistics):

Exod. 12:37, Num. 1:1-5, 2:32
& 3:39, Ezra 2:1-67, Neh. 7,
and Acts 2:41 & 4:4



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



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





Area of Emphasis 1

MISSION



Area of Emphasis 2

A photograph of a woman with long brown hair, wearing a black top with a colorful floral pattern. She is holding a teal-colored book horizontally in front of her face, with her hands on the top edge. The book has the words "JOURNALING BIBLE" printed on its cover. The background is a plain, dark grey.

SPIRITUAL
GROWTH



Area of Emphasis 3



LEADERSHIP



HOLY SPIRIT



Area of Emphasis 4 –
left open to the Spirit's
leading



I WILL GO

STRATEGIC FOCUS

2020-2025



Where did it come from??





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

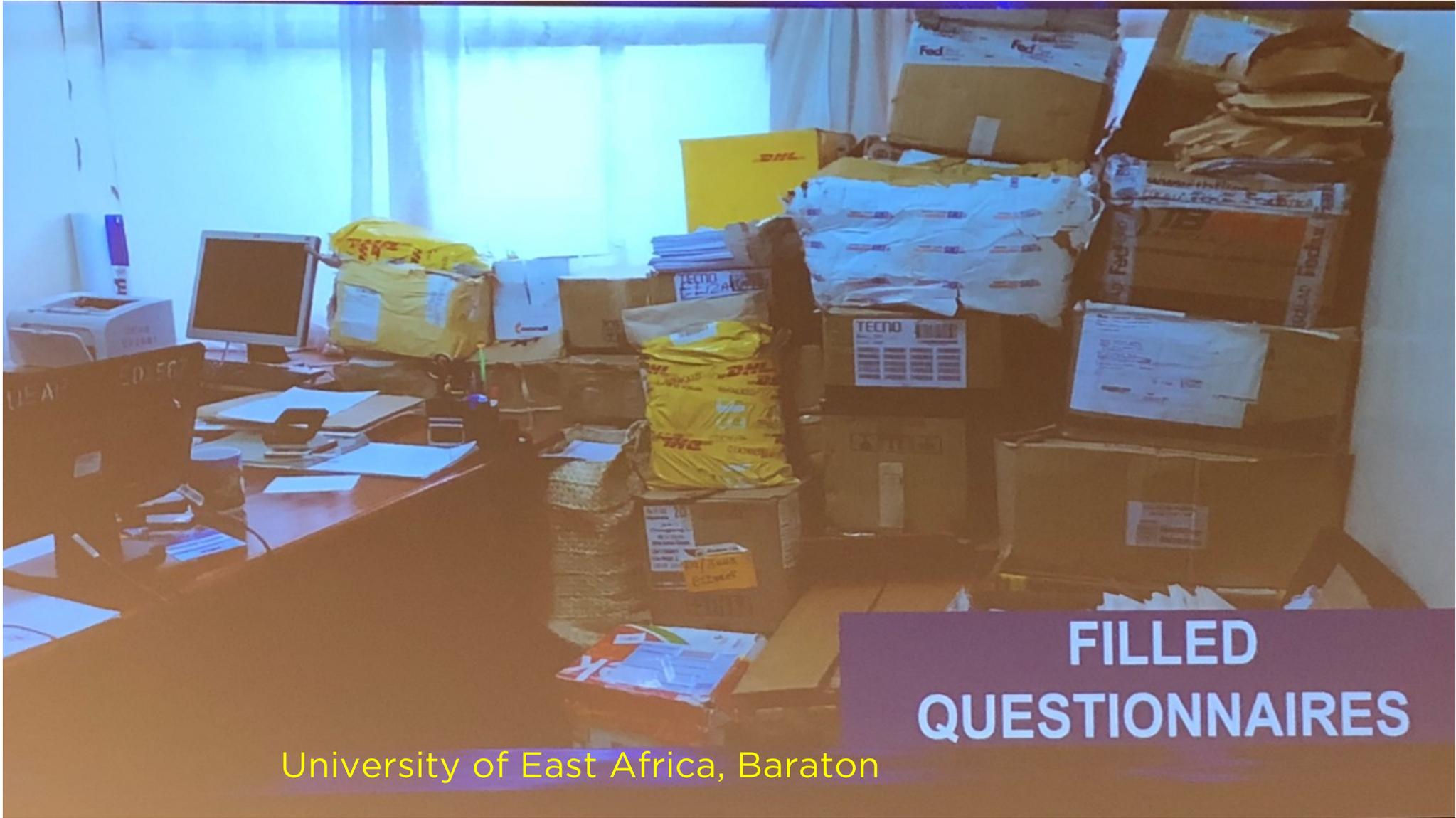
UNION
MEXICANA
DEL NORTE

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 . . .

KPI 2.4

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





I WILL GO

STRATEGIC FOCUS

2020-2025

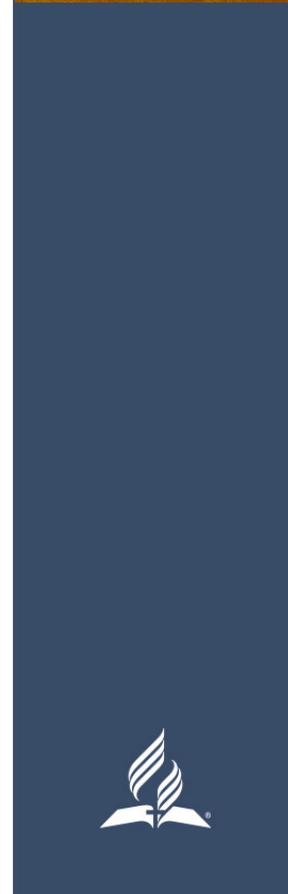


We will be doing further research



Further research

- * Global survey of church members in all divisions & attached unions
- * Including in TED and BUC – the survey will *start soon*



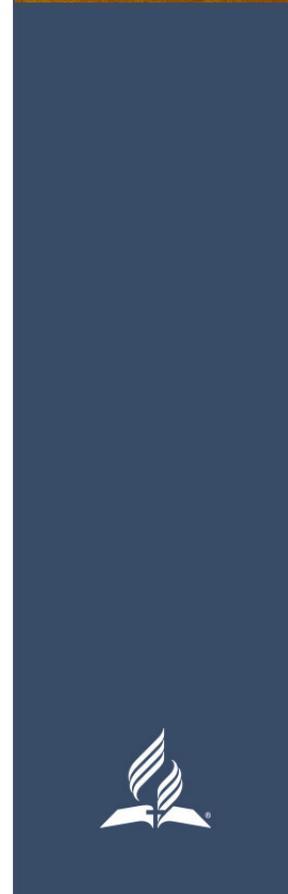
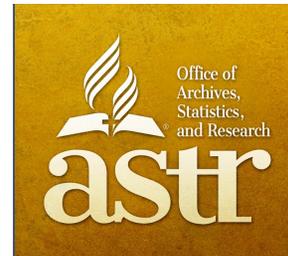
Further research

- * Surveys of teachers and other institutional employees (teachers in TED *already surveyed*)
- * A survey of pastors in all divisions and all unions, i.e., including BUC



Further research

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



Only if all church entities adopt appropriate KPIs



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

