

## Strategy Overview – The Missions ‘Business Plan’

The word “strategy” is used in both a micro and a macro sense. In the micro sense, your strategy consists of the missions priorities for your church. In the macro sense, your strategy is the overall purpose, mission, vision, values, priorities, plans, and action steps. This is an overview of a strategic plan, or missions business plan, for your church.

### I. Purpose

Purpose answers the “*why?*” question. Why do we exist? Why do we have a missions team? Why do we do missions? One answer: to carry out the church’s mandate for missions in the church purpose statement. If you are doing missions on behalf of the church because it is important to you and to God but it isn’t a clearly stated purpose or value of the church, then missions is not helping to fulfill the church’s stated purpose. If your church purpose statement isn’t clear regarding your responsibility to the world, you may need to revise it.

### II. Mission

Mission answers the “*what?*” question. What are we supposed to do? What business are we in? Scripture and your church purpose statement provide the foundations for your missions ministry mission statement.

Question: What Scriptures do you go to for your missions mandate?

Write your missions definition. Of all that the church is supposed to do, what is the “domain” or what are the “boundaries” of missions? What belongs in the missions ministry and what belongs elsewhere?

### III Values

Values answer the “*what is most important?*” question.

- What has been most important in our past as indicated by your church’s actual missions involvement and support?
- What is most important to our people now? Do surveys and interviews
- What is most important to church leaders? See their ministry priorities and plan.
- What is most important to your missions team? On what basis?

Do the research you need, investigating the Scripture, learning about the conditions of the world, and studying the realities of your church to find out what should be most important to your church in missions. Compare the church’s current missions values to the “aspirational” values of your missions team. Begin a plan of education to help raise the level of strategic missions values in your congregation.

### IV. Strategy

Strategy answers the “*how?*” question. It consists of the priorities you have established for your missions ministry and how you plan to fulfill them.

- How will you deploy your resources? (external)
- How will you mobilize the resources? (internal)
- How will you equip your people?

A strategy may consist of four to seven priority areas for mobilization and deployment.

### V. Plan

The plan consists of your five-year and one-year goals and action steps for the first year.

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Resource: *The One Page Business Plan*, Jim Horan

Source: *Stuff II*, p. 33