

LEADER CONVERSATION GUIDE

Building Alignment: Action

Episode 147

Strategic Alignment Pyramid (Part 3)

Alignment within your church won't happen on accident. You have to maintain it on an ongoing basis, but if your alignment doesn't lead to clearer ministry priorities and more focused action from your team, it's unlikely you'll see the results you're praying for. When this alignment is in place, everyone in the organization has clarity around how their roles connect to the bigger picture. Team members are in tune with what success looks like, and they are able to hold loosely to methods (strategies) and much tighter to mission. Priorities are clear, and pruning is possible. As we conclude our three week series on the strategic alignment pyramid, we're diving into how alignment leads to action.

Setting the Stage: Defining Direction

- Before you can move on to the action level of the pyramid, clarity around direction is critical. It starts by defining these 3 areas:
 - **Vision:** this clearly defines where you believe God is calling your church over the next five years.
 - **Organizational Goals:** Tied to your vision and key steps on your discipleship path, these are the goals you've set (broken out by year) that clearly define success for your organization and ministry.
 - **Strategies:** Once organizational goals are set and defined, now you define the "how." It's after the goals are set that you determine what your core strategies are going to be that you believe will best accomplish those goals.
- These elements **must** be defined to successfully build alignment in your organization.

Ministry Priorities

- At this level, ministries are defining how they will contribute to the annual organizational goals.
 - (i.e. If you have an organizational goal of connecting 200 new people in serving, how will you break that number down among your ministries?)
- By clearly defining this, every ministry area will know how they will contribute to the overall ministry goals.

- Driving organizational goals into ministry areas helps teams know if their work is effective or not, and it will help identify which strategies are working and which are not.
- Goals lead to establishing the strategy that we believe will work best. Results lead to evaluating if the strategy is working.

How Does This Work in Multisite?

- It starts with senior leadership defining organizational goals, and then it cascades to campus teams.
- If the church has an organizational goal to reach 20 new high-level volunteers, each campus has to determine how many each of their ministry teams will be responsible for.
- It gets identified down to specific ministry teams so that every ministry understands what they own.

Personal Priorities

- This layer builds on all of the layers beneath it. It identifies for each team member what their personal priorities and goals are for the year.
- When people have clarity on how they're personally expected to contribute, it's empowering. It creates less room to do things that aren't unified around the organizational goals and priorities of the church.

If the vision, organizational goals and strategies are not clearly defined, individual priorities easily become more important than ministry goals, and ministry goals become more important than the health and impact of the church. All of that activity becomes more important than helping people become more like Jesus.

Next Steps

Print the Strategic Alignment Pyramid (on the next page) and share with your team.

Together, assess your church's ministry priorities and individual priorities. Have you clearly articulated how each ministry contributes, as well how individual team members contribute to the organizational goals?

- **Do you sense your church needs to make significant shifts as we move into the future?** We bring a process that helps pastors clarify *where* God's called the church to go and *how* they are going to get there, and then build alignment throughout the entire organization. Learn how it works at theunstuckgroup.com.

Listen to the episode on iTunes or at theunstuckgroup.com/episode147.

