

# Leading Through Strategy

## Big Idea:

Strategy is not a lack of faith—it is faithful stewardship of what God has entrusted to us.

## INTRO

Everyone has a strategy... even if they don't realize it.

If we do nothing different this year, what will our ministry look like next year?

***Answer: Exactly the same... or worse.***

Many people think:

***“We just need the Holy Spirit, not strategy.”***

But the truth:

***The **\*\*Holy Spirit empowers\*\*** what we **\*\*intentionally steward*****

***Strategy isn't the opposite of faith—it's how faith gets organized.***

## BIBLICAL BASIS FOR STRATEGY

### A. God is Strategic by Nature

\* Creation (Genesis 1) → Ordered, intentional, progressive

\* Seasons, systems, structure

***Key Insight: God doesn't operate randomly—He operates intentionally.***

### B. Jesus Modeled Strategy

Luke 14:28

“For which of you, wanting to build a tower, doesn't first sit down and calculate the cost...”

***Key Insight: Jesus didn't criticize planning—He expected it.***

Examples:

- \* Focused on 12 disciples (not random crowds)
- \* Sent disciples out 2 by 2 (intentional multiplication)
- \* Had a clear mission: “seek and save the lost”

### C. The Early Church Used Strategy

- \* Acts 6:1–7  
→ Delegation to protect priorities (prayer + Word)
- \* Paul the Apostle:
  - \* Planted churches in key cities (Ephesus, Corinth, Rome)
  - \* Used Roman roads and cultural hubs

***Key Insight: The early church didn’t just move spiritually—they moved strategically.***

## STRATEGY IS STEWARDSHIP

Core Scripture:

1 Corinthians 4:2

***“Moreover, it is required of stewards that they be found faithful.”***

### A. What Has God Entrusted to Us?

- \* People
- \* Time
- \* Resources
- \* Opportunities
- \* Calling

***Key Insight: We will give an account not just for what we had—but for how we handled it.***

## B. Strategy = Stewardship in Action

Without strategy:

- \* Vision leaks
- \* People drift
- \* Resources get wasted

With strategy:

- \* Vision gets clarity
- \* People get direction
- \* Resources get multiplied

## C. Parable of the Talents (Matthew 25)

Faithful servants = multiplied what they were given  
Unfaithful servant = buried it

***Key Insight: Doing nothing is not neutrality—it's poor stewardship.***

## WHY MINISTRY WITHOUT STRATEGY FAILS

### A. Good Intentions Are Not Enough

- \* Passion without direction = burnout
- \* Activity without purpose = noise

### B. Lack of Strategy Leads to:

- \* Missed people
- \* Ineffective programs
- \* Frustrated leaders
- \* Plateaued growth

### C. Biblical Wisdom

- \* Proverbs 21:5

“The plans of the diligent lead surely to profit...”

***Key Insight: God blesses diligence—not randomness.***

## **PRACTICAL FRAMEWORK**

Give them something simple and memorable:

3 Strategic Questions Every Ministry Must Answer:

- 1. Who are we trying to reach?**
- 2. What are we trying to move them toward?**
- 3. How are we actually going to get them there?**

***Key Insight: Clarity creates momentum.***

## **CONCLUSION + CHALLENGE**

Strategy is not:

- \* Control
- \* Lack of faith

Strategy is:

- \* Responsibility
- \* Faithfulness

### **Final Challenge:**

**“If God has entrusted you with people, a calling, and a mission... then you don’t just need passion—you need a plan.”**

**“We pray like it depends on God... but we plan like we’re responsible for what He gave us.”**

### **Take Home Question**

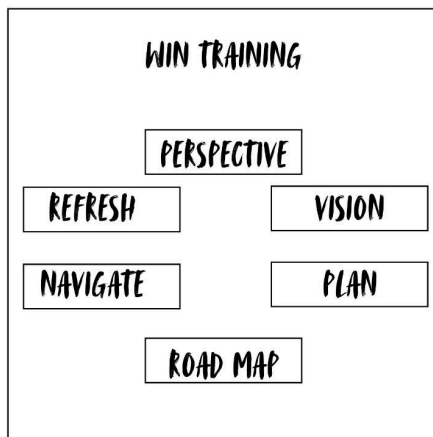
“What is one area in our ministry that lacks intentional strategy right now?”

I want to introduce you to something we call W.I.N. Training. This is not just a system—it's a way of thinking about how we lead, how we grow, and how we steward what God has entrusted to us.

W.I.N. is designed to help us move from being reactive... to being intentional.

W.I.N. answers the question: ***What's Important Next?***

## Introduction to W.I.N. Training



**Perspective - Where are we?**  
**Vision - Where do we want to go?**  
**Plan - What Needs To Be Done?**  
**3-4 Action steps**  
**Road Map - How are we going to do it?**  
**Navigate - Are We There Yet?**  
**Refresh - New Destinations**

If you look at this diagram, everything starts at the top with ***Perspective*** and flows all the way down to ***Refresh***. This is a cycle—not a one-time process.

### 1. Perspective — Where are we?

Everything begins with perspective.

“We have to honestly answer: \*Where are we right now?\*

“What’s working? What’s not? What are we seeing clearly—and what are we ignoring?”

Leadership insight:

***Most ministries don't struggle because they lack vision—they struggle because they have the wrong perspective.***

2. Vision — Where do we want to go?

Once we understand where we are, we define where we're going.

“What is the preferred future?”

“What is God calling us to build, reach, or become?”

Leadership insight:

***Vision gives direction—but without clarity, people don't move.***

3. Plan — What needs to be done?

Vision without a plan is just inspiration.

“This is where we identify 3–4 clear action steps.”

“Not 20 things—just the \*right\* things.”

Leadership insight:

***If everything is important, nothing is.***

4. Road Map — How are we going to do it?

Now we get specific.

“Who is doing what?”

“When is it happening?”

“What does success look like?”

Leadership insight:

***This is where strategy becomes practical.***

5. Navigate — Are we there yet?

“This is where most people drop the ball.”

“We measure progress.”

“We adjust when needed.”

“We stay accountable.”

Leadership insight:

***You don't drift into success—you navigate into it.***

6. Refresh — New destinations

Once we reach a goal—or even as we grow—we don't stop... we refresh."

"We reassess"

"We refine"

"We set new direction"

Leadership insight:

***Healthy ministries don't just grow—they evolve.***

Closing

This entire process is about stewardship.

It's asking:

- \* Are we aware of where we are?
- \* Are we intentional about where we're going?
- \* And are we faithful in how we get there?"

***"W.I.N. Training helps us lead with clarity, move with purpose, and steward what God has given us with excellence."***

# Turning Points

TURNING POINTS		
WHEN?	SPECIFICS	IMPACT/RESULTS

Historical Timeline of the Church Plant

# 4 Helpful List

4 HELPFUL LISTS			
RIGHT	WRONG	CONFUSING	MISSING

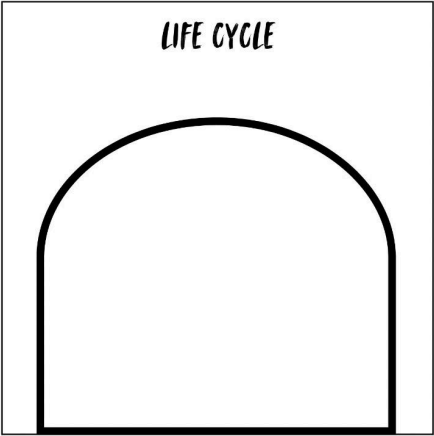
Right - Optimize  
Wrong - Change  
Confusing - Clarify  
Missing - Add

# Vision Building Worksheet

VISION BUILDING WORKSHEET	
CATEGORY	MEASURABLE GOAL

- Setting 2 year goals:
- SALVATIONS
  - BAPTISMS
  - ATTENDANCE
  - GIVING
  - FIRST TIME GUESTS
  - LEADERS
  - VOLUNTEERS
  - KIDS

# Life Cycle Analysis



Evaluate the Life Cycle of every ministry in the church

