

LEADER CONVERSATION GUIDE

Silver Bullets & Strategic Planning - Episode 211

Strategic Planning for the Future (Part 2)

There are no shortcuts to becoming a healthy, growing, thriving church.

Instead, what we see in the churches experiencing the most success is a consistent determined commitment to ministry planning over an extended period of time.

“I wish I knew or could share a “silver bullet” but I really believe...it’s just us consistently working the plan...it’s the flywheel concept. We’ve been practicing **consistent strategic obedience** over time... I really do believe it’s that “simple” (but simple is not always easy).”

- Paul Alexander, Executive Pastor at Sun Valley Community Church

This concept of “consistent strategic obedience” is not revolutionary. But in ministry, it’s easy to get distracted by the newest growth tactic or “hack” to health. It’s easier to look for the silver bullet than to work your strategy consistently over time.

In [Good to Great](#), Jim Collins offers this reflection on companies that become great:

“No matter how dramatic the end result, good-to-great transformations never happen in one fell swoop. In building a great company or social sector enterprise, there is no single defining action, no grand program, no one killer innovation, no solitary lucky break, no miracle moment. Rather, the process resembles relentlessly pushing a giant, heavy flywheel, turn upon turn, building momentum until a point of breakthrough, and beyond.”

On the other hand, the companies and organizations that don’t make the transformation from good to great “...Push the flywheel in one direction, then stop, change course, and throw it in a new direction—and then they would stop, change course, and throw it into yet another direction. After years of lurching back and forth, [they] **failed to build sustained momentum** and fell instead into what we came to call the doom loop.”

The Case for Strategic Planning

Strategic planning is actually a matter of stewardship. If you want to experience health in ANY area of life, you need to decide in advance to commit, develop a strategy or plan to experience

health, and put the plan into action. If you do that, you'll increase the odds that you'll experience health. The act of developing and committing to your strategic plan is the key to this "consistent strategic obedience," but it's not something you can simply copy and paste from the thriving church down the road.

Different visions, strategies and action plans work in different churches. That's why our objective in the [Unstuck process](#) isn't to prescribe a generic strategic plan for your church. Instead, we want to help your team experience full alignment around your **unique** foundation, direction and action plans—"of one mind, united in thought and purpose."

God wants us to steward his mission well. So while we should *hope* and *pray* that God will continue to help our ministry thrive, we also need to commit to putting into practice what it means to be a good steward of that mission. We can't just do what we've always done and expect that somehow, magically, we will experience different results. We have to develop a strategy and plan for our churches to experience health and have a greater Kingdom impact.

We also have to put that plan into practice so that we are taking steps toward health **even before we actually experience health**. In other words, we have to act like a healthy church before we become a healthy church. Then, over time, if we steward our mission well, we increase the odds that we will end up experiencing the fruit of being a healthy, thriving church.

Good stewardship ultimately leads to new health.

There's no silver bullet for your ministry to become a healthy, thriving, growing church. But if there's one thing that comes close, it's this commitment to practicing consistent strategic obedience until you experience the breakthrough.

Next Steps

Register for the FREE "Finding Church Health Again" webinar on September 23

Our new reality has fast-tracked the decline of unhealthy churches at a pace faster than ever before. Although there are no "quick fixes" for health, that doesn't mean your next steps are unprecedented or unclear. Churches that were healthy and growing before and those that still are today have this in common: They aren't just **hoping** for health. They're **planning** for it.

[**Register Now!**](#)

Discover the Unstuck Process

Learn more about how [our unique process](#) can help you get perspective on where you are today, clarify a path forward, and start achieving wins in the first 90 days [here](#).

Listen to the episode on iTunes or at theunstuckgroup.com/episode211.