

A night sky filled with stars and a bright yellow star, with dark tree silhouettes in the foreground.

StratOp

What is StratOp?

Strategy

StratOp is a strategic planning process that clarifies our strategy, goals, plans for the organization

Operations

StratOp is a system that helps us align operations and staff to execute our core plan

Financial

Financial is the third component because our strategy and operations must be financed



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e3 PARTNERS

equip. evangelize. establish.

OUR GOAL To establish one million multiplying, healthy, transformative churches by 2020

OUR VISION

WHERE WE STAND

- We are misaligned
- We are not adequately funded
- Our staff lack effective communication
- Our staff are overextended
- We are preparing ourselves to grow a healthy and effective organization
- Our influence and credibility is waning
- We are using systems to become strategically effective and disciplined

WHERE WE'RE GOING

- We will be an aligned organization
- We will become a focused organization
- We will be servant oriented
- We will establish ourselves as healthy multiplying churches
- We will make our vested people groups a strategic priority
- We are becoming a leader in world missions in the areas of church planting
- We are becoming a team that is strategically effective and disciplined
- We will be on the cutting edge of technology in missions

HOW WE'LL GET THERE

- Through intentional prayer
- Through strategic investments and accountability
- Through sustainable financing modeling
- Through an empowered and aligned staff
- Through a well established and communication based
- Through professionalized committed staff
- Through intentional leaders
- Through strategic partnerships with churches/organizations
- Through intentional leveraging of our vested people groups

OUR BIG IDEA STRATEGIES

MAXIMIZE e3'S GROWING PLATFORM TO ITS FULLEST POTENTIAL
e3's platform of growing and use will intentionally use this platform to advance e3's mission in the world.

DIVERSIFY e3'S DONOR BASE AND REVENUE STREAMS
In order to be financially healthy we must grow our donor base and diversify our revenue streams.

MULTIPLY IMPACT THROUGH HIGHLY REPRODUCIBLE STRATEGIES
Our primary approach will be based on equipping national and local churches and leaders that they can reproduce on their own.

BUILD AN ALIGNED, SERVANT-ORIENTED, BALANCED, AND DISCIPLINED TEAM
Our culture for the future will only be achieved through a high performing team that is aligned, servant-oriented, balanced, and disciplined.

LEVERAGE e3'S INNOVATIVE AND ENTREPRENEURIAL SPIRIT TO LAUNCH HIGH IMPACT AND ALIGNED INITIATIVES

We have an entrepreneurial culture and are intent to leverage that strength to launch new and high impact initiatives that advance our mission and strategy.

CORE ASSUMPTIONS

STRATEGIC

We need a clear corporate strategy and that discipline is executed. We need to embrace accountability throughout the organization to ensure alignment to this strategy and effective follow through. A strategic operating system is needed and a highly aligned, servant-oriented, and disciplined team will have economy to achieve this.

OPERATIONAL

We are missing some key coverage areas that can help us continue to manage an organization and manage our staff live and relate to our effectively. We also need to build accountability systems and a staff development process that support a highly effective and the corporate culture we need.

FINANCIAL

We need to stabilize and increase trip participants. We are also very trip dependent financially. We need to grow our corporate giving and church revenue streams and donor base. We need to better communicate our vision and the value to the public and equip our staff to do the same.

OUR MISSION

We **EQUIP** God's People,
to **EVANGELIZE** His world, in order
to **ESTABLISH** His Church.

CORE VALUES

VALUES	SPECIFICS
FAITH We are Biblically Based.	We seek out the best and methods in God's word. We respect biblical commandments, traditions and biblical principles.
INTEGRITY We Do What We Say	We keep our commitments. We do what we teach. We do not talk others to do things we do not do.
CHURCH We Love The Church	We seek through the church, or if we need it, we seek to establish a ministry rather than be a substitute for it.
SERVICE We Live Second	We follow the man who carried a cross on His back. We seek His wisdom and strength for our ministry. We follow His example by sacrificially serving others.
PASSION We Give Back	We do things with excellence and extra miles. We go the extra mile to solve problems for our ministry teams and the people they serve.
INNOVATION We Do as We Travel	We are action oriented and value innovation. We have a growth mindset and will work outside the box for each our goals.

ACTION INITIATIVE PROFILE

OBJECTIVE	SPECIFICS	TEAM
1. EXPEDITION MOBILIZATION STRATEGY	1. Develop expedition mobilization strategy 2. Identify marketing needs for expedition mobilization strategy 3. Develop tools to train staff on strategy	Aimee Lucas, Tasha G, Mike G, Sam L, Glenn H
2. STAFF MOBILIZATION STRATEGY	1. Develop staff mobilization strategy 2. Implement staff onboarding process 3. Create staff development plan including performance management and spiritual growth/ care	Christa Adams, Paul A, Myka D, Jim S, Kyle L, Clint H, Andrew A
3. LEVERAGE e3'S CORPORATE INFLUENCE	1. Identify corporate and tie in 2. Identify platforms for use (Charity, IA, my influence, content) 3. Develop strategy to leverage platforms	John Humphrey, Mike G, Matt H, Mike L, Steve M, Curtis H
4. GROW AND DIVERSIFY e3'S DONOR BASE AND REVENUE STREAMS	1. Refine our current systems that support donor development 2. Create our proactive donor development plan 3. Explore opportunities for new revenue streams	Mark Lincoln, Curtis H, Cindy F, Nancy P, Joshua W
5. EXECUTION PLAN FOR MILLION CHURCH GOAL	1. Assess where we need to go 2. Create an execution plan that clarifies roles and responsibilities and	Don Hiltabach, David G, Myka D
6. OPPORTUNITY MANAGEMENT STRATEGY	1. Develop process to evaluate new opportunities based on multiple life cycles 2. Train teams on new strategy approach	Cathy See, Joshua T, Nicole M, Kristin B

our value building cycle



our win wheel



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What's Important Now?



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Our Primary Customer



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The Results...

- *Greater Clarity and Alignment*
- *New Staff Development Team*
- *Strategic Plan for One Million Churches*
- *Clear Future for I am Second*
- *Marketing and Communications Strategy*
- *Action Teams and StratOp Reviews*



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What's Next?

- We just held our first Annual Review in January*
- Preparing to complete four of six priorities in March*
- Will identify next priorities and build new Action Teams*
- Prayer, customer service, and technology*
- We will drive this process into other departments*

