

## Children's and Youth Ministry: 5 Important Questions to Assist Creating a Strategy

Firstly, be sure to ensure you have time to pray about your time working on your strategy.

Use the following questions with your PCC, trustees, or management team to create the basics of a strategy, writing the answers collectively or separately.

1. Where are we now?
  - a. What work do we do?
  - b. How do we measure it's effectiveness?
  - c. What are the key points in the history of the organisation?
  - d. What number of young people are we working with?
  - e. How often are we working with young people?
  - f. Where are we working with them?
  
2. Where do we want to be? (Stretch-goals, but not unrealistic ones, ensuring that you think of sustainability.)
  - a. Timeframe? (1 month, 1 year, 5 years etc.)
  - b. Locations? (Centre of Town? Other churches?)
  - c. Type of work? (1-1, groups?)
  - d. Change or growth of a particular culture? (Developing sense of 'the way we do things around here?')
  
3. What changes have to be made?
  - a. New personnel with new knowledge / skills? (new workers, trustees and volunteers)
  - b. Training for current staff?
  - c. Development of new KPIs/SMART targets for organisation / employed workers / number of volunteers?
  - d. Where are our weaknesses and how do we close them up / strengthen them?
  
4. How should changes be made?
  - a. All at once / over time?
  - b. Top-down / bottom-up?
  - c. In consultation with others?
  
5. How should we measure progress?
  - a. Organisational targets?
  - b. Team member targets?
  - c. Funding secured?
  - d. Young people worked with?
  - e. Young people finding their way to church youth work?
  - f. Young people coming choosing to follow Jesus?

Adapted from McKeown, M., *The Strategy Book (2<sup>nd</sup> Edition)*, Harlow: Pearson Education, 2016, p65f.

### Following on...

How do we implement the next phase of our strategy? Create a chart similar to this, make clear decisions, giving people the responsibility to complete the tasks at the appropriate time

Decision made?	Who is responsible for it?	By when?