

Leading into our shared *Vision*



Talking Paper: Our Association's New Strategic Plan Leading into our shared vision

Since January 2006, our Association of Unity Churches International has steadily been working toward developing a new strategic plan. By using a number of processes to gather field input, we created a comprehensive plan in 2007 to enable us to intentionally build Unity into a movement with greater impact in the world than ever before.

1. Visionary Image

During the January 2006 mid-year meetings, Rev. James Trapp, President and CEO of our Association, shared a "visionary image" that he wrote after much prayer and meditation on the future of our Association.

This image was received with great acceptance and enthusiasm by the members of our Association. It became the basis for much of our work since that time.

2. Vision, Mission & Values

After this image was shared, our Identity Clarification Team created our Association's new vision and mission statements and discerned and defined our core values, all of which describe who we are and what we intend to bring to the world.

- **Our Association's Vision:**
"Centered in God, we co-create a world that works for all."
This vision is inclusive of the entire earth, not just its people. In addition, it acknowledges that we will work with God, as well as other partners to co-create a world that works for all.
- **Our Association's Mission:** "We create and support vibrant, diverse spiritual leaders and communities that foster transformation and inspire people to make a positive difference in our world."
This describes the part we play in achieving the vision we hold for the world.

- Our Association's **Core Values** (with definitions):
 - Spirit Led - We are centered in God. Spirit leads our thoughts and actions as we co-create a world that works for all.
 - Integrity - We act from a place of wholeness and are ethical in all our actions. We keep our word.
 - Diversity - We believe that all people are created with sacred worth. We promote greater understanding among people in a spirit of unity.
 - Transformation - We are a dynamic movement on the cutting edge of spiritual evolution. We teach universal spiritual principles that change lives.
 - Abundance - Living in the infinite flow of God's good, we draw from God's inexhaustible supply and wisely use our rich resources to serve the world.

3. Strategic Directions

From the original visionary image, our ministry teams participated to create the following strategic directions for our Association in 2006:

- Grow Unity and create a worldwide presence
- Enhance leadership and organizational development
- Positively impact the human condition

Also in 2006, several teams focused on various facets of our Association and its support to ministries, as well as the worldwide Unity movement. These teams identified many needs and made numerous recommendations in the following areas:

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| • Leadership Models | • Promotion/Marketing/Technology |
| • Leadership Training | • Wordsmith |
| • Credentialed Leadership Development | • Collaboration with Mission-Compatible Organizations |
| • Increased Youth Participation | • Be a Voice in the World |
| • Laity Participation | • Spiritual Social Action |
| • Identity Clarification | • Education & Training |
| • Church Growth and Development | • Crisis Response |
| • Expansion | • Worldwide Peace |

With the input of these teams, and all that came before, the scope of the work became clearer. We reorganized the home office to align with our direction.

4. Strategic Plan: Goals

From the above and a myriad of other inputs, including a survey of needs, our Association's home office staff developed our strategic plan and presented it to the board of trustees for approval.

This plan clarifies the work that we must undertake for the purpose of performing our mission and achieving our vision in the world. It focuses everyone and everything, including our board, home office staff, and ministry teams, along with our Association budget on achieving the plan.

The plan highlights our major goals that achieve our vision and mission and honor the strategic directions and visionary image above. They include as follows:

- a. To create greater vitality within the entire Unity movement, we complete a pilot program wherein 100% of pilot group are **thriving model ministries** by December 31, 2011.
- b. To begin the cultural shift to community-centric model of ministry, 25 ministers, their entire boards, and licensed teachers complete a **transformational leadership development** program by September 30, 2011.
- c. To cultivate the spiritual development of young adults, we establish **100⁺ new young adult ministries** (Next Generation Unity & Campus Outreach) by September 30, 2012.
- d. To demonstrate a new paradigm for church/center creation, we **pioneer seven (7) new program-size churches/centers** by July 31, 2012.
- e. To fulfill our shared vision, we co-create a **model partnership with Unity School** that includes a new common culture from which we develop collaborative projects that benefit the Unity movement by December 31, 2008.
- f. In order to shine a light on the Unity movement and what we stand for, 250 Unity ministries are committed to and actively involved in **Spiritual Social Action** in the areas of world peace and compassionate humanitarian action by December 31, 2011.
- g. A **worldwide Unity movement**, united by a common vision to co-create a world that works for all. (This goal to be developed further in cooperation with ministries beyond the U.S.)

These goals will focus our efforts and be refined with action plans, designed by cross-functional teams, including ministry teams.

5. What Happens Next

Cross-functional teams, including ministry teams, will design activities in the action plans to ensure a whole system approach. Action plans will describe the specific actions to achieve the goals, as well as the measurements of success for each goal.

We will allocate resources as needed to the action plans, and the work will begin.

We are seeking funding for some of the goals. We will develop a greater capacity to work with potential donors to communicate our plan of work to them and cultivate their support for it. This plan is also dependent upon greater tithing from our constituents.

The strategic plan is a living document, and we intend to monitor its progress, as well as the environment in which we are operating. We will adjust the plan as needed to keep it relevant and on-track so we are able to celebrate great success in the near future. We intend to add more goals when appropriate.