

**Instructions:**

This Shiloh Road Strategy Worksheet is a template to guide you through the process of developing a new ministry environment. This tool is divided into three sections:

- 1. Environment Design
- 2. Leadership Development
- 3. Target Group Involvement

Notes:

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**Proposed by:**

Name: \_\_\_\_\_

**Mission & Strategy**

To know God and make Him know by creating an environment that...

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**Objectives**

**STAGE 1:** DESIGN an environment that works together with your ministry to encourage and equip your people in their threefold pursuit.

**STAGE 2:** DEVELOP a plan for leadership recruitment and training.

**STAGE 3:** INVOLVE the appropriate people in a specific ministry environment.

**STAGE 1 — DESIGN**

Notes:

Design an environment that works together with your ministry to encourage and equip your people in their threefold pursuit.

Environment Working Title:

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**Step 1: Identify target group.**

1. Who are you attempting to reach with this environment?

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2. Describe their felt needs, greatest concerns, and cultural peculiarities.

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3. What are the emotional points of reference for the group? (music, parenting, graduation, career transitions, dating, etc.)

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4. Which of the three vital relationships is the primary focus?

- a. Intimacy with God
- b. Community with insiders
- c. Influence with outsiders

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5. Who else do you consider to be experts at reaching this target group? (Disney, TV, another church) If there were no limitations, what are the most effective ways you could address this/these vital relationship(s)?

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Notes:

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**Step 2: Analyze strategic alignment.**

1. How does this environment function as a step in your overall ministry strategy?

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2. How will you know if and when this environment needs to be subdivided?

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**Step 3: Create a purpose statement.**

1. Write a purpose statement for this environment.

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2. We will consider this environment to be successful if . . .

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3. List three adjectives you want participants to use when describing this environment.

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Notes:

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**Step 4: Design programming.**

1. Describe in detail what will take place in this environment.

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2. List resources you will likely need.

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3. What is the planned launch date?

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**Think about it:**

What will be the first indication that this environment is no longer the most effective way to address the vital relationships we are targeting?

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**STAGE 2 — DEVELOP**

Develop a plan for leadership recruitment and training.

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**Step 1: Develop a leadership structure.**

1. Develop an organizational chart for the teams/positions necessary to adequately staff this environment.
2. Use the following section to describe the responsibilities for each position on this team.

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**(Reproduce as many of these pages as necessary.)**

Position title \_\_\_\_\_

Brief Job Description \_\_\_\_\_

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Qualities best related to this position (**circle 3**):

- |                |               |
|----------------|---------------|
| Inspirational  | Creative      |
| Organizational | Helpful       |
| Relational     | Communicative |

Special Skills \_\_\_\_\_

**Step 2: Develop a recruitment strategy.**

1. Identify groups to target for potential leadership. (Age groups, professions, skill sets, etc.)

Group #1 \_\_\_\_\_

What are the most effective ways to recruit from this target group?

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Group #2 \_\_\_\_\_

What are the most effective ways to recruit from this target group?

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Notes:

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Group #3 \_\_\_\_\_

What are the most effective ways to recruit from this target group?

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2. Develop a list of potential leaders.

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**Step 3: Develop orientation and training.**

1. Develop and schedule orientation. It should include:

- a. Mission, strategy, and vision of SRCC
- b. General information about target group
- c. Overall target group strategy
- d. Specific environment strategy
- e. Apprenticing strategy
- f. Individual responsibilities

2. Develop and schedule ongoing training. Training meetings should include:

- a. Motivational component
- b. Relational component
- c. Informational component
- d. Evaluation component

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3. Develop and schedule coaching and apprenticing strategy.

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Notes:

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4. Develop community among team members.

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### STAGE 3 — INVOLVE

Create a plan to involve the appropriate people in this ministry environment.

#### Step 1: Communicate the vision.

Identify and communicate the vision to the influencers within your target audience.

#### Step 2: Enlist the team.

Enlist a team to focus on communicating the event/environment.

#### Step 3: Promote the environment.

1. Develop a system to communicate the event/environment to the target audience. It is impossible to over communicate in ministry. The question is not, what is the most effective form of communication but what are ALL possible ways to communicate and promote this ministry.

This environment addresses the following felt needs:

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We can highlight those needs in our marketing by:

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Notes:

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The most direct way to expose our target audience to this environment is:

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Probable misconceptions about this environment will be:

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We can address those misconceptions in our marketing by:

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