

End Statement:

CCCC members will be exemplary, healthy, and effective Christian ministries.

Value Proposition:

- Credible
- Practical
- Theological
- Affordable

Strategy Map

Exemplary

Healthy

Effective

Christian

Ministries

Mission Perspective

Appropriate Infrastructure

Faith-infused practices

Highly skilled staff and board

Thought leader support for religious charities

Member Perspective

Relevant, practical, accessible, affordable

Trusted partner in ministry

Deep understanding of members

Credible thought leader

Operational Perspective

Efficiency

Influence entire ministry teams

Knowledge management

Proactive influence

Assets Perspective

Process integration

Learning priorities tied to role and mission

Leadership connects strategic priorities to jobs and projects

Analytics

Open knowledge management platform

Financial Perspective

Improve Productivity

Leverage assets

Improve work quality

Increase Revenues

Non-dues revenue

Self-supporting services

Core Values

Evangelical in identity, ecumenical in service

Excellence in our work

Exemplary model for Christian workplaces