

STRATEGY MAP DEFINITIONS

Exemplary:

Ministries operate in a way that is blameless, a model for all organizations of integrity and excellence in all aspects of organizational life

Healthy:

Ministries are well-resourced with an ongoing flow of people, money, and strategy to viably support future operations indefinitely

Effective:

Ministries are regularly making progress in fulfilling their missions

Christian:

By their practices, ministries are providing an attractive, authentic witness to Christ's values and character

Ministries:

As registered charities, ministries enjoy the benefits and responsibilities that come with that status

MISSION PERSPECTIVE: What crucial things we must do to accomplish our mission

Appropriate infrastructure:

All ministries should have access to all the organizational functions that are necessary to their operations, whether paid/volunteer or in-house/outsourced

Faith-infused practices:

All aspects of organizational life reflect an applied Christian faith

Highly skilled staff and board:

Have the knowledge and competencies required for their positions with attitudes that support evaluation and inquiry

Thought leader support for religious charities:

Secular and faith-based thought leaders support the role that religion plays in society and promote the value to society that faith-based charities provide

MEMBER PERSPECTIVE: The crucial things we must do or be to satisfy our members

Relevant, practical, accessible, affordable:

Our services are up-to-date, easily understood and applied, readily available regardless of location, day or time, in a way that cost is not a barrier to access

Trusted partner in ministry:

Members see CCCC in a true two-way partnership with them as we together advance the Christian mission

Deep understanding of members:

Members feel we really understand them, their needs, and are learning from them

Credible thought leader:

Members look to CCCC for ideas, for perspective, for interpretation of the environment affecting Christian organizations, and don't feel the need for a second opinion

OPERATIONAL PERSPECTIVE: The key internal processes in which we must excel to meet our members' needs

Efficiency:

Rapid development time for new content, products and services, and automation of all processes as makes sense

Influence entire ministry teams:

A process to inform all members of a ministry team about our services and increase their usage of them

Knowledge management:

The gathering, processing, distributing and maintaining of our technical knowledge bank

Proactive influence:

The gathering of sector/regulatory intelligence as close to its creation as possible, its quick interpretation, and its timely use, to influence thought leaders and regulators before crises erupt

ASSETS PERSPECTIVE: Includes the human capital (skill, talent & know-how), information capital (information systems and infrastructure) and organizational capital (the culture, leadership, internal alignment with goals, and teamwork) necessary to support the strategies

Process integration:

As appropriate, all systems used in our operations are integrated with each other (such as the store, database and accounting)

Learning priorities tied to role and mission:

Individual learning plans tied to enhancing performance related to our strategic priorities

Leadership connects strategic priorities to individual jobs and projects:

We need a constant focus on mission in every job and task, ensuring everyone takes ownership for their part of accomplishing our mission

Analytics:

Acquire hard data about our members (their engagement with us and their own performance), the ministry and charitable sectors, and our dashboard metrics

Open knowledge management platform:

Includes a member wiki, staff wiki, and structure for technical information storage that is easily retrievable and updated

FINANCIAL PERSPECTIVE: Sufficient funds are available to support the strategies

Leverage assets:

Maximize the investment already made in developing content by making it available in multiple formats to suit different needs and applications

Improve work quality:

The primary goal is to reduce rework while creating new content, reducing product development time

Non-dues revenue:

Increase non-dues revenue through fee-for-service products/programs and affinity programs

Self-supporting services:

All services provide value and therefore all services should cover their full costs. The goal is that the surplus from invisible revenue can be dedicated to innovation and other future-oriented investments