

# **BLVD Church: DNA Implementation**

## **12-Month Overview + 90-Day Launch Plan**

**Church:** Boulevard Church, Las Vegas

**Partnership Start:** January 2026

**First Leader Meeting:** February 21, 2026

**Strategy Call:** January 17, 2026

**Kick-off Call:** January 31, 2026

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# 12-MONTH Journey

## Season 1:

### Foundation & Assessment (Jan - Apr 2026)

**Goal:** Prepare BLVD leadership and identify/assess DNA leaders

Month	Focus	Key Milestones
January	Partnership kickoff	Agreement signed, coaching rhythm established
February	Leader announcement	Feb 21 meeting, cast vision, identify DNA leaders
March	Assessment & readiness	Dam Assessments completed, Pastors unpack with leaders
April	Leader training begins	DNA Manual training launches

## Season 2:

### Equipping and Development (May - Jul 2026)

**Goal:** Equip DNA leaders with tools and confidence

Month	Focus	Key Milestones
May	DNA training	Leaders working through Launch Guide
June	Toolkit practice	Leaders practicing 8-Week Toolkit
July	Readiness check	DNA Readiness Quiz, final prep for launch

## Season 3:

### Launch & Growth (Aug - Oct 2026)

**Goal:** Launch DNA groups and support early momentum

Month	Focus	Key Milestones
August	Launch planning	Finalize launch date, match leaders to disciples
September	DNA groups launch	8-10 groups begin meeting
October	Early support	Troubleshoot, encourage, adjust

## Season 4:

### Multiplication & Sustainability (Nov 2026 - Jan 2027)

**Goal:** Move toward multiplication and long-term culture

Month	Focus	Key Milestones
November	Mid-cycle review	What's working? Identify emerging leaders
December	Multiplication prep	Train 2nd generation leaders
January 2027	Partnership review	Assess outcomes, decide next steps

# 90-DAY DETAILED PLAN

January 18 - April 18, 2026

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## WEEK 1-4: JANUARY 18 - FEBRUARY 14

**Theme: Partnership Foundation**

### Week 1 (Jan 18-24)

- ☐ **Strategy call** (Jan 18) - Align on plan, confirm coaching schedule
- ☐ Sign partnership agreement
- ☐ Set bi-weekly coaching call day/time
- ☐ BLVD: Finalize leader list for Feb 21 meeting (10-15 names)

### Week 2 (Jan 25-31)

- ☐ **Coaching Call #1** - Review leader list, prep for Feb 21 meeting
- ☐ Travis: Provide vision casting talking points for Pastor Wes/Thomas
- ☐ BLVD: Prepare Feb 21 meeting agenda and communication

### Week 3 (Feb 1-7)

- ☐ BLVD: Send meeting invitations to potential DNA leaders
- ☐ Travis: Share Dam Assessment links + Pastor's Guide
- ☐ Prep materials for leader meeting

### Week 4 (Feb 8-14)

- ☐ **Coaching Call #2** - Final prep for Feb 21 meeting
  - ☐ Review Dam Assessment deployment strategy
  - ☐ Confirm who will present what at leader meeting
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# WEEK 5-8: FEBRUARY 15 - MARCH 14

## Theme: Leader Identification & Assessment

### Week 5 (Feb 15-21)

- ☐ Final prep for leader meeting
- ☐ **FEBRUARY 21: LEADER MEETING** ★
  - Cast DNA vision to potential leaders
  - Explain the journey ahead
  - Deploy Dam Assessment (complete within 1 week)

### Week 6 (Feb 22-28)

- ☐ **Coaching Call #3** - Debrief leader meeting
- ☐ Leaders complete Dam Assessment
- ☐ BLVD: Follow up with any who haven't completed

### Week 7 (Mar 1-7)

- ☐ Review Dam Assessment results
- ☐ Provide insights on common dams across the group
- ☐ Identify any leaders who may need extra pastoral support

### Week 8 (Mar 8-14)

- ☐ **Coaching Call #4** - Review assessment insights together
  - ☐ Discuss how pastors will unpack results with each leader
  - ☐ Prep for one-on-one conversations
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# WEEK 9-12: MARCH 15 - APRIL 18

Theme: Leader Training Launch

## Week 9 (Mar 15-21)

- [ ] BLVD: Pastors unpack Dam Assessment with each leader (one-on-ones)
- [ ] Share individual results using Pastor's Guide
- [ ] All leaders invited to DNA Manual training as a cohort

## Week 10 (Mar 22-28)

- [ ] **Coaching Call #5** - Prep for training launch
- [ ] Finalize training schedule and logistics
- [ ] Set up DNA Hub dashboard access for leaders

## Week 11 (Mar 29 - Apr 4)

- [ ] **DNA MANUAL TRAINING BEGINS** ★
- [ ] Week 1 of training - all leaders together as a cohort
- [ ] Pastors provide ongoing support for individual dams as needed

## Week 12 (Apr 5-18)

- [ ] **Coaching Call #6** - 90-day review
  - [ ] Training Week 2-3 continues
  - [ ] Assess early momentum, adjust as needed
  - [ ] Transition from bi-weekly to monthly coaching
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## 90-DAY SUCCESS METRICS

By April 18, 2026, we will have:

Metric	Target
Dam Assessments completed	10-15 leaders
One on One unpacking conversations	All assessed leaders
Leaders in DNA Manual training	Full Cohort (10-20 leaders)
Coaching calls completed	6 calls
DNA Discipleship course	2-3 weeks in progress
DNA Hub dashboard	Active with leader access

## COACHING CALL SCHEDULE

Call	Date	Focus
#1	Saturday Jan 30th	Leader list review, Feb 21 prep
#2	Saturday Feb 14th	Final meeting prep
#3	Saturday Feb 28th	Debrief leader meeting
#4	Saturday Mar 14th	Assessment results review
#5	Saturday Mar 28th	Training launch prep
#6	Week of Apr 11th	90-day review, transition to monthly

# FLEXIBILITY NOTES

**BLVD's pace:** This plan acknowledges Boulevard may move slower at times. Built-in flexibility includes:

- **2-week buffer** between Feb 21 meeting and assessment deadline
- **Training start is flexible** - Can push to early April if needed
- **No one gets left behind** - pastors support individual dams during training
- **Monthly check-ins** after 90 days allow for course correction

**If things slow down:**

- Extend assessment window by 1-2 weeks
- Push training start without losing momentum
- Add extra coaching call if major blockers arise

**The goal is progress, not perfection.**

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## NEXT STEPS FROM STRATEGY CALL (JAN 17)

1. Confirm coaching call day/time
2. Review and sign partnership agreement
3. Confirm leader list for Feb 21 meeting
4. Set up DNA Hub dashboard access
5. Schedule Feb 21 leader meeting logistics

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*"Iron sharpens iron, and one person sharpens another." - Proverbs 27:17*

**Let's make disciples who make disciples.**