CLC
BREAKOUTS

ALIGNING STRATEGY WITH RESOURCES:
BUILDING WATERMARK'S MASTER CALENDAR

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PROBLEMS TO SOLVE

- No singular master calendar of events
- Limited understanding of the complexity, scope, and cross-team impact of events
- Support teams consistently ask: *What resources should be put toward x, y, z events or ministry?*
- Ministries have unclear expectations about the level of resources they can expect

GOALS

- Alignment: Ensure we are working on the right things, given the elders' priorities
- Clarity: To set expectations and eliminate confusion and frustration
- Efficiency: To maximize the number of events, ministries, and campaigns given the current boundaries of our support teams and shared resources

UNDERSTANDING THE BASICS

- Strategic Planning Process: A guided exercise for ministries to determine the following
  - Where are we now? (SWOT analysis)
  - Where are we going? (Keep, start, stop)
  - How will we get there? (Measurable goals)
- Master Calendar Process: The process of building a calendar of every ministry, event, or campaign (aligned with our fiscal year)
- Campaign: Any message that needs to be communicated in Watermark's channels
- Ministry Designations: System to determine resources allocated to every approved event, ministry, or campaign by the support teams
  - Support teams: Facilities, Production, Communications, Kids Midweek, Worship
  - Follows ski slope analogy based on complexity: Green, blue, black, double black
- Service Menu: A menu of what services you can expect by designation from each team

Strategic Planning	Master Calendar & Designation Process	Budgets
January-February 2025	March-April 2025	Late April 2025

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WHAT WE'RE LEARNING

- Start simply. Simply start.
    - o 1.0 Only applied to the big stuff; low tech
    - o 2.0 Applied to almost everything (events, ministries, and campaigns); better technology and automation
- Implementation of a big change takes grit and patience
    - o Expect to teach and reteach often
- Buy-in from the top down is a game-changer
- Most pastoral teams have appreciated the clarity of the process and the challenge to think more strategically
- Support teams must have a supportive mindset

TOOLS

- Intake requests: 1.0 Formstack; 2.0 Asana
- Assign designations: 1.0 Shared spreadsheet; 2.0 Asana
- Publish out: 1.0 Spreadsheet; 2.0 Mychurchevents.com