



**NORTH POINT
MINISTRIES**

Designing a Strategic &
Relevant Environment

Notes

Instructions:

- This NPM 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
- Please fill out the **DESIGN** section only, and schedule a meeting with an appropriate staff member to discuss the viability of your new idea. Once the environment has been approved, continue with sections two and three.

Proposed by:

Name: _____

Department: _____ Campus: _____

Mission & Strategy

To lead people into a growing relationship with Jesus Christ by creating an environment that . . .

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.

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STAGE 1 – DESIGN

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

Environment Working Title:

Step 1: Identify target group.

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

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

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

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

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

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

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Step 4: Design programming.

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

2. List resources you will likely need.

3. What is the planned launch date?

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.

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.

Notes

(Reproduce as many of these pages as necessary.)

Position title _____

Brief Job Description

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

Inspirational
 Organizational
 Relational

Creative
 Helpful
 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?

Group #2 _____

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

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Group #3 _____

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

2. Develop a list of potential leaders.

Step 3: Develop orientation and training.

1. Develop and schedule orientation. It should include:

- Mission, strategy, and vision of NPM
- General information about target group
- Overall target group strategy
- Specific environment strategy
- Apprenticing strategy
- Individual responsibilities

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

- Motivational component
- Relational component
- Informational component
- Evaluation component

3. Develop and schedule coaching and apprenticing strategy.

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.

This environment addresses the following felt needs:

We can highlight those needs in our marketing by:

2. The most direct way to expose our target audience to this environment is (promote a parenting class in KidStuf instead of worship service, or send an email instead of a bulletin announcement, etc.):

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