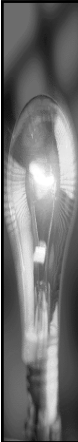




***Good to Great Principles
applied to PA Organic***



***Movement Concepts defined by CCC
leadership***

Steve Douglass



A Spiritual Movement is a small group* of true followers of Jesus Christ, who band together to win, build and send in the power of the Holy Spirit.

**[Individually and as a group they "own" the Great Commission in their sphere of influence]*

Dave Kanne
Dir. of Adult Professional Ministries



Building spiritual movements everywhere sounds exciting and challenging, but what specifically does this look like with adults?

What does reaching major urban centers across the U.S. with the life changing power of the Gospel practically involve as it relates to local government, education, businesses, and churches?

It may mean working more strategically and at times working out of our comfort zone in new ways as we together design new approaches in this great adventure.

What does this look like?

All of this needs to be determined.

Dave Kanne
Dir. of Adult Professional Ministries
Steve Sellers
Vice President of the Americas



But

It has already become clear to Steve Sellers and us on the U.S. Leadership team that at least two significant shifts must take place on a ministry paradigm level.

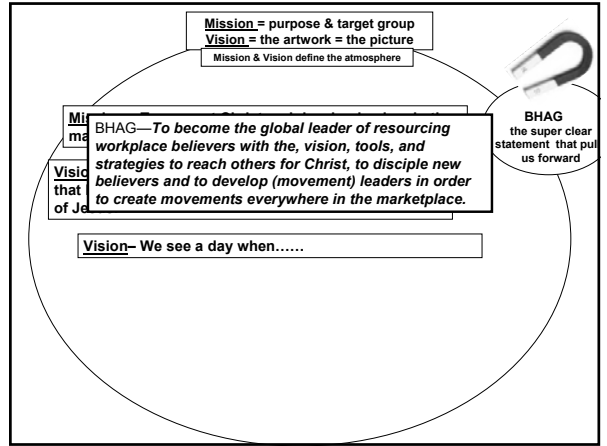
Greater Collaboration – inside our ministries as well as outside with other organizations, churches, etc. [YMCA's]

Sphere of Influence Movements – a significant shift toward mobilizing and equipping volunteers to play a central role in reaching their spheres of influence.

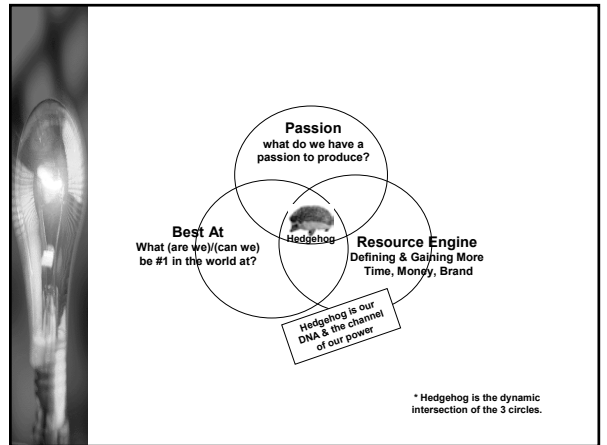


***Mission, Vision & BHAG
for PA Organic***

<i>The Key 3 Questions Differentiate</i>		
Who is our customer?	PA City Model Person in our city we can touch	PA Organic Person not in our city
What is the value we offer?	Hands on Evangelism, Discipleship, Leadership Training	Resourcing Harvesters where they are planted at a distance
How do we deliver that value?	One on one, groups, events, core tools, best practices	Web training center, new tools, creating new paradigms of impact



The Hedgehog Principle



Passion
what do we have a passion to produce?

A new kind of professional is needed for today's workplace

One who is confident, courageous, spiritually mature and an effective spokesperson for God

PASSION to produce

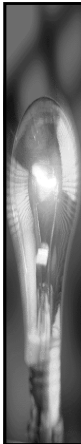
- **A New Kind of Professional**—PWBSM/DNA believer
- **Workplace Movements Everywhere**—Movements

Resourcing Every Earnest Seeker or Every True Believer that we come in contact, with their best next step

Best At
What (are we)/(can we) be #1 in the world at?

CALLING, RESOURCING, EQUIPPING, WINNING, BUILDING, MOVEMENT BUILDING

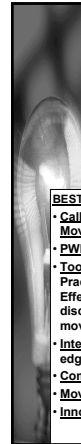
- **#1—Personal Mission Statement Builder Tool** (only web based tool in the world) (calling)
- **#1—PWBS/DNA Believer Mindset** (calling & impact)
- **#1—Comprehensive Tool Set** for Marketplace Impact & Movement formation (calling & impact) (PA Discipleship Process)
- **#1—Practical Tool Set**— Practical, Professional, Useful, Transferable
- **#1—Internet Equipping** —Workplace Ministry Training Center (10 hrs of web training)
- **#1—Company Movements toolkit** (Employee Resource Group Business Case, etc)
- **#1—Religious Freedom in the Workplace** Clear Summary— (Brochure / Internet)
- **#1—Movements Philosophy**—Cultivating a philosophy of movements in the marketplace
- **#1—Global Resourcing Reach**—web tools and equipping can resource anyone anywhere
- **#1—Innovating for the Future** —consistently pioneering tools and ideas that resource harvesters, connect with their audience, and are relevant to the culture—now and in the future



Resource Engine
Defining & Gaining More
Time, Money, Brand

RESOURCE ENGINE


- **Inspired People** who are clear in their mission and see their part in building movements in their spheres of influence
- **Funding**—people are inspired to give to us because we deliver on mission AND buy our resources because they are excellent
- **Brand**—we cultivate deep emotional goodwill because we resource workers for the harvest rather than build a kingdom or name for ourselves AND we have growing mindshare because of our effective resourcing
- **CCCI corporate and U.S. Campus Ministry**—these two entities have huge brand and movement potential as we work together



PASSION
-A New Kind of Professional—PWBSM/DNA believer
-Workplace Movements Everywhere—Movements
Resourcing Every Earnest Seeker or Every True Believer that we come in contact with their best next step

BEST IN THE WORLD

- **Calling, Resourcing, Movement Building**
- **PWBSM/DNA—focus**
- **Tools and Resources** that are Practical, Professional, Effective, for outreach, discipleship, leadership, and movement development
- **Internet Resourcing**—cutting edge, scalable, effective
- **Company Strategy**
- **Movement Philosophy**
- **Innovating New Ideas**




Hedgehog
Hedgehog is our DNA & the channel of our power


RESOURCE ENGINE

- **Inspired People** who are clear in their mission and give of their time.
- **Funding**—people are inspired to give and buy our resources because they are excellent
- **Brand**—we have growing mindshare
- **CCCI Corporate – U.S. Campus Ministry**

* Hedgehog is the dynamic intersection of the 3 circles.




Indicators and Measurements



Indicators and Measurements

A great organization is one that delivers superior performance and makes a distinctive impact over a long period of time.




Indicators and Measurements

superior performance > distinctive impact > long period of time

Superior Performance - results and efficiency in delivering on the mission.

- 1) The # of harvesters being resourced is growing
- 2) The # of PWBS/DNA believers is increasing and evidenced by on-going relationship with us
- 3) The # of Company Teams is increasing
- 4) Decisions for Christ are occurring in these spheres of influence
- 5) There is an enthusiastic emotional response to our toolset, strategies, and approach



Indicators and Measurements

superior performance > distinctive impact > long period of time

Distinct Impact – unique impact that no other organization makes

- 1) Growing awareness of Priority Associates nationally and around the world
- 2) Priority Associates leads within CCC
- 3) Other organizations are contacting us and wanting to learn from us or partner with us
- 4) Our staff and associate leaders are increasingly sought after for leadership roles within and without our organization

