



PROPOSAL

STRATEGIC ENVISIONING PROCESS
TMG REFERENCE #1701

Prepared for:
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Issue Date:
8/6/19

Guide:
SCOTT BALL

THANK YOU

Pastor Seth,

Thank you for the opportunity to speak with you today. While the future is uncertain, I'd love to partner with you in clarifying the dream and plan for the future of the Three Forks Baptist Association. This is the heart of what we do at The Malphurs Group through our Strategic Envisioning process.

By focusing on the few, core decisions that make the broadest impact, the Strategic Envisioning process helps organizations to create a streamlined plan for the future. Our desire is for the Three Forks Association to discern God's clear call, to see the "new thing" He is doing (Isaiah 43:19) and be equipped with the necessary tools to build the bridge to your vision.

In the pages that follow, I will detail each step of the process, and what you can expect.

I look forward to connecting with you soon, and by God's grace, partnering with you to break through barriers and maximize your Kingdom impact in Western North Carolina and beyond.

Blessings,



Scott Ball

Lead Guide

The Malphurs Group

STORY

The Malphurs Group was founded by Dr. Aubrey Malphurs in the 1990's. Many churches and leaders were contacting Dr. Malphurs with a desire for extra assistance in applying the principles in his many books, particularly *Advanced Strategic Planning*. As demand increased over the years, more consultants have joined the team to assist a growing number of churches. Dr. Malphurs continues to write best-selling books that help churches and leaders become healthy and effective.

The growing team at The Malphurs Group ministers to dozens of churches every year at various levels, helping them break through barriers and maximize their impact.

VALUES

GOD'S WORD

Everything we do is rooted in Scripture. We believe God speaks to us through His Word to guide us, instruct us, and lead us.

MINISTRY PARTNERSHIP

At the Malphurs Group, we do not have clients; we have partners in ministry. We believe in you, and we desire to partner in God's work through you.

COLLABORATION

We believe in the power of teamwork, and that the unique path for your success is found in empowering leaders at every level to envision the future together.

LEADERSHIP

Leaders are the drivers of vision and implementation. We believe that humble, passionate, competent, and Godly leaders must be nurtured within your organization.

EXCELLENCE

We have a relentless commitment to continuous improvement. We want to impart that same passion to your leaders and your organization, for the sake of the Kingdom.



PROCESS

The Strategic Envisioning process is marked by two on-site strategy sessions. The sessions include the Strategic Leadership Team and are conducted on a Friday 6pm-9pm and Saturday 8am-Noon. Each session is divided into two key parts: training and workshop. The training ensures everyone is working from the same level of competency. The workshop is hands-on and actionable, giving structured space and proven tools so that the team is empowered to make key decisions competently.

Below is a detailed description of the three proposed on-site training and workshop sessions.

SESSION ONE: MISSION & CORE VALUES

CRITICAL QUESTIONS ADDRESSED IN THIS SESSION:

The Mission Question: What is our mandate?

The Values Question: What motivates us?

The first session focuses on prioritizing Identity formation. Organizations often focus on strategic action (what we do) without fully understanding their God-given identity (who we are). This weekend focuses first on defining the **mission** of the organization. The Association must be able to identify the core purpose it exists to achieve and articulate this mission with clarity and conviction.

Secondly, the SLT will begin to identify, articulate, and celebrate the **core values** of the Association. The values of the association serve as a clarifying filter for decision-making, and define the Kingdom culture that the association wants to build internally and alongside its partner churches.



SESSION TWO: PARTNERSHIP PATHWAY

CRITICAL QUESTION ADDRESSED IN THIS SESSION:

The Pathway Question: How will we structure our ministry to accomplish our mandate?

The second session is about re-organizing the Association's programs and initiatives along a clear pathway of engagement for churches. This "pathway" outlines the core strategy the Association will use to live out its mission.

In this session, we will train the Association with best practices for effective engagement with churches and organization of programs. Then, through the workshop component, we will analyze, re-organize, and re-envision the core pathway strategy so that the Association is streamlined, focused, and more effective for the long-term.

SESSION THREE: VISION & STRATEGY OBJECTIVES

CRITICAL QUESTIONS ADDRESSED IN THIS SESSION:

The Vision Question: Where are we going?

The Strategy Question: What will we focus on this year?

The final session is focused on bringing clarity to your team about the future of the Association. Namely, we will identify the long-term impact that you envision to have in the High Country. We will identify the cultural and systemic shifts necessary to accomplish that long-term vision. We will also develop a clear dashboard that will help define success for the next year.

Finally, we will look at the actionable strategy objectives that the Association will want to address in the next 12 months. Namely, we will select 3-5 action items that the team determines will best move the Association forward in its vision this year.



COACHING

TMG is dedicated to remotely coaching your organization through the journey of implementation in monthly coaching calls through the remainder of 12 months. TMG provides a four-step implementation process, taught in detail during Session 3:

- 1) Make
- 2) Move
- 3) Measure
- 4) Modify

The **Make** step is begun during the on-site sessions, centered on creating Action Plans. The **Move** step is about putting plans into practice. The **Measure** step is about intentionally evaluating if you are seeing the desired outcomes from your plans, and checking that plans are being implemented properly. And the **Modify** step is about making tactical changes if and when gaps are found between expectation and reality. Coaching sessions are at regular, pre-determined intervals.

THE MINISTRY X-MATRIX

Throughout the process of Strategic Envisioning, your organization will be building out our master tool, called The Ministry X-Matrix. By learning how to use the X-Matrix, your team will not only have a way to map out and communicate your current plan, but you will be equipped to ensure alignment year after year--long after your process with TMG has concluded. The Ministry X-Matrix is a "strategic plan on a page."



TERMS

FEES

Consulting fee includes the three on-site visits and monthly coaching calls, totaling \$12,000. Affirmed dates to begin Strategic Envisioning are to be determined upon Proposal acceptance (See Payment of Consulting Fees below).

All travel expenses are *included* in the fee.

PAYMENT OF FEES

The Consulting Fees are due on the following schedule:

Deposit/Proposal Acceptance	\$2,000
Session 1 Balance	\$2,000
Session 2	\$4,000
Session 3	\$4,000

Alternative payment options can be made available, if desired and with the arrangement of The Malphurs Group.

TERMINATION OR CANCELLATION POLICY

If at any time during the contract period your Association desires to terminate the contract for Strategic Envisioning with The Malphurs Group, the Association will be immediately responsible for full payment of any balance due on the project contract for services rendered up to the date of termination.

Termination must be communicated two weeks prior to the next session in written form to The Malphurs Group. In the event the two weeks notice is not provided the consulting fees for the next scheduled session may be due and payable immediately.



The signature below indicates your approval of the terms of the contract and your commitment to fulfill the obligation of payment for all services initialed below. Please initial at the bottom of each page of the proposal, initial the services selected below and sign and date below. Return to The Malphurs Group contact (sball@malphursgroup.com), by email.

Our leadership accepts this proposal for
Strategic Envisioning _____

Authorized Association Representative

Date



August 6, 2019

Scott Ball
Lead Guide

Date

The Malphurs Group, Inc.

We look forward to the opportunity to work with you soon!

My prayer is not for them alone. I pray also for those who will believe in me through their message, that all of them may be one, Father, just as you are in me and I am in you. May they also be in us so that the world may believe that you have sent me. I have given them the glory that you gave me, that they may be one as we are one— I in them and you in me—so that they may be brought to complete unity. Then the world will know that you sent me and have loved them even as you have loved me.

John 17:20-23

