

In Attendance Trinity (15): Noah Burrill, Pam Burrill, Sue Breault, Ken Piper, Nancy Piper, Karen Lekas, David Daubney, Father George Warren, Janet Oliver, Tom Stone, Jerry Snook, Donna Chiacchia, Joyce Mowry, Wendy Slavin, Jim Slavin, Sue VanderZicht

Disposition: Meeting ahead of schedule: 11:05 AM. Advantage Consulting, LLC prepared a presentation/workshop based upon the next steps and components to compose a business transformation strategy document. The minutes of this meeting were taken according to the agenda and respectfully submitted by Advantage Consulting, LLC (Donna Chiacchia).

Meeting Minutes:

- 1. Opening Prayer in Unison**
- 2. Opening Remarks – Life in God's Service - Romans 12:1-2**
- 3. Thank-You for Attending - In Deepest Gratitude**
 - a. Per the standard of the previous workshop
- 4. Journey Preparation**
 - a. Where are we going?
 - i. To a Community called “Parish”, MA - USA
 1. Diverse, inclusive, robust and family focused community
 2. Established in the year “1” AD
 - b. Why are we going there?
 - i. Because we want to spread the Gospel
 - ii. According to the Head of the Church, Jesus Christ
- 5. Journey Preparation – Reflect on the Road Thus Far**
 - a. Why does a business build a BTSD?
 - i. Proactive mission focused businesses will routinely take an accounting of:
 1. Products and Services
 2. Human Resources
 3. Delivery Systems
 4. Marketing and Advertising
 - b. Is the content packaged to attract new consumers and retain the existing?
 - i. No one wants to go to church because:
 1. It’s on a Sunday which is not convenient
 2. It’s an hour of going through books unknown and not understood
 3. In the middle of this confusion, some person stands up and rambles on for 10-20 minutes about things that mean nothing to me and have nothing to do with my life
 4. They pass a plate and ask for money
 5. It’s full of rules and regulations
 - ii. Unchurched response: “Really, you’re asking me if I want to go to church? No, I really don’t – does nothing for me and means nothing to me.”
 - c. Is our delivery system, marketing and advertising relevant to the current “consumer” base?
 - i. Does church have to be on a Sunday?
 - ii. Could we make the BCP more relatable?

- iii. Could we use music that speaks more clearly to our target demographic?
- iv. Could sermons be “this week’s message”?
- v. Does an “offertory” always need to be money?
- vi. Are the “rules and regulations” true “rules and regulations” or are they really guidelines and teachings?
- vii. Could we emphasize that we have a “handbook” for a way of life when a person moves on to Eternity? BIBLE (Basic Information Before Leaving Earth)
- viii. The unchurched Q & A: “Would I want to go to a place where I have an hour of peace, happiness, fellowship? Yes, where do I get it?”
- d. Do the leaders and staff at our “business” exemplify our mission?
- e. Are the skill sets of the leaders and staff current and relevant to our mission?

Journey Preparation – Reflect on the Road Thus Far - What is a BTSD based upon? An IOPEC!

- a. **I**ntention = When we get to our destination on this journey, where will we be and what will we have accomplished?
- b. **O**bjectives = What are the incremental goals that will get us to this destination and provide us direction with what we want to accomplish?
- c. **P**lan = How will we meet these goals? What are the steps we need to perform to get to our destination
- d. Execution and Cadence to be discussed at next workshops

Journey Preparation – Reflect on the Road Thus Far – Program Governance

- a. We are a “business” (the business of spreading the Gospel according to the Head of the Church Jesus Christ) and therefore committed to working in a business paradigm to create the BTSD.
- b. We agree for our “Intentional Journey” we will use the C.A.R. as our means of transportation. Chief Operator: The Head of the Church Jesus Christ.
- c. C.A.R. = **C**ontract of **A**ccountability & **R**esponsibility
 - i. The vehicle we use to come to our desired destination; more like an SUV
 - ii. Front Seats of the C.A.R. = Wardens & Officers
 - iii. Middle Seats of the C.A.R. = Parishioners
 - iv. Back Seat of the C.A.R. = Consultant
- d. The foundation of our Episcopal faith, the Book of Common Prayer, is faithfully adhered to when creating any specific services as part of the BTSD.
- e. We incorporate the teachings in the Bible as: **B**asic **I**nformation **B**efore **L**eaving **E**arth
- f. We are dedicated to utilizing principals of the free will God has given us, Time, Talent, and Treasure to build all aspects of our BTSD.
- g. All Participants of “The Intentional Journey Program” have an equal say in the content of the program for their specific parish; Wardens will finalize content with Advantage Consulting, LLC.
- h. The Senior Wardens ensure we are following all Canonical Law of TEC-USA and the Diocese of Western Massachusetts.

6. Journey Preparation - Clarifying and Solidifying the Intention

- a. **I**ntention = When we get to our destination on this journey, where will we be and what will we have accomplished?

- b. The Intention should answer the question and address the two major challenges:
 - i. Gaining and sustaining members
 - ii. Finding and retaining the appropriate resources
- c. **Surveyed Intention:**
 - i. Build a community in the parish financially viable to support and sustain a part-time and full-time priest.
- d. Analysis:
 - i. Does this intention, currently stated:
 - 1. Direct us/Provide us guidance on where we will be and what we will have accomplished as a result of acting upon the intention?
 - 2. Address gaining and sustaining members?
 - 3. Finding and retaining the appropriate resources?
- e. Observation
 - i. This intention infers that we will seek parishioners that can pledge enough money to get a “part-time” and “full-time” priest, as well as “fund raise” to “sustain” the part-time and full-time priest salary. ***Does this intention align with our mission?***
- f. What is our mission?
 - i. To spread the Gospel according to the Head of the Church Jesus Christ.
- g. **Re-phrased Intention:**
 - i. Build a parish community that provides amenities, programs, and services, to spread the Gospel according to the Head of the Church Jesus Christ, to a family focused demographic, supported by a diverse and robust parish community with the guidance of the Vestry and a part-time or full-time priest.
- h. Analysis:
 - i. If we act upon the re-phrased intention:
 - 1. Where we will be?
 - 2. What have we accomplished?
 - 3. Will we have gained & sustained members?
 - 4. Will we attract and retain appropriate resources?
 - ii. Observation
 - 1. This intention infers that we will gain and sustain membership in the parish, as well as attract “appropriate” resources in order to spread the Gospel according to the Head of the Church Jesus Christ through amenities, programs, and services to a family focused demographic. ***Does this re-phrased intention better align with our mission?***
 - 2. Meeting/workshop attendees agreed that this re-written intention better aligns with “why” we are going on this Intentional Journey.
 - 3. Objectives will be created from this intention.
- i. The workshop attendees agreed they want to build a true diverse community based upon what it says on the front of the bulletin: The Head of the Church: Jesus Christ and The Ministers: The Whole Congregation

7. Leveraging the Assessment

- a. Section Three of the Survey: **Time**, Talent, and Treasure Worksheets
 - i. Why is “time” listed first? Because it is the most valuable of all the gifts God has given us
 1. When time is gone, it’s gone, we cannot get it back AND we cannot make more
 2. Time is for all eternity; what does our eternity with Jesus look like?
 - ii. Time overview from the survey:
 1. Based upon 168 hours per week
 2. Twenty-Five survey participants averaged 5.0 hours weekly for church
 3. Active members in church on a weekly basis = 20 or **100.0 hrs. weekly**

8. Section Three of the Survey: **Time, Talent, and Treasure Worksheets**

- a. How do we communicate to the people that are a “yes” or “will consider”?
 - i. Another Survey by mail; not a survey but an invitation
 - ii. Phone call to follow-up
- b. How do we correlate these talents to the time?
 - i. 20 active members in rotation on the activities
 - ii. Provisional Ministry Team
- c. Could the activities be coupled?; Cross Trained/Cross Functional
 - i. Example: If Lay Minister that week, also break down the altar?
 - ii. Does the “time” need to be spent on Sunday?
- d. What programs, amenities, and services could we leverage?
- e. Look at what the majority %
- f. What type of “program” or “service” would align to those gifts
- g. When we probe for the talent section we need to make it an invitation
- h. We need to create a booklet about talent and what each of these activities takes so we can correlate it to time

9. Creating Objectives

- a. **O**bjectives = What are the incremental goals that will get us to this destination and provide us direction with what we want to accomplish?
- b. The Objectives should align to the Intention and support accomplishments for the two major challenges:
 - i. Gaining and sustaining members
 - ii. Finding and retaining the appropriate resources
- c. Review of **I**ntention: Let’s break it down; there are five focus points by which we would create objectives. These objectives would be directed to the two major challenges that The International Journey Program is based upon: 1. Gaining and sustaining members, 2. Finding and retaining appropriate resources
 - i. Build a parish community that provides amenities, programs, and services,
 - ii. to spread the Gospel according to the Head of the Church Jesus Christ,
 - iii. to a family focused demographic,
 - iv. supported by a diverse and robust parish community
 - v. with the guidance of the Vestry and a priest.

- d. Proposed Objectives align with 2 questions from the survey:
 - i. How do we bring back members to weekly worship?
 - ii. What will a newcomer see/feel when they enter the church for the first time?

e. Proposed Objectives and Action Items:

Intention Breakout:	Objectives, correlating to the Intention:
Build a parish community that provides amenities, programs, and services,	1. Build a diverse, family focused, parish community 2. Provide amenities, programs, and services (Products & Services)
to spread the Gospel according to the Head of the Church Jesus Christ,	3. Spread the Gospel (Marketing, Advertising, and Delivery Systems)
to a family focused demographic,	4. Establish the Lay Minister Leadership (Human Resources)
supported by a diverse and robust parish community,	See Objective #1
with the guidance of the Vestry and a priest.	5. Publish a call for a Priest (Human Resources)
Objective	Action Items
1. Build a diverse, family focused, parish community 2. Provide amenities, programs, and services (Products & Services)	“All are Welcomed – Especially You” Campaign Develop Talent Matrix (Talent Campaign) Develop Talent Organization Chart
3. Spread the Gospel (Marketing, Advertising, and Delivery Systems)	Create a marketing campaign Create a communications campaign
4. Establish the Lay Minister Leadership (Human Resources)	TBD – Journey Companions Workshop
5. Publish a call for a Priest (Human Resources)	TBD – Journey Companions Workshop

10. Next Steps & Recommendations

- a. Next Workshops:
 - i. Journey Guide & Routes Workshop (Marketing, Advertising, and Delivery Systems)
 - ii. Journey Companions Workshop (Human Resources)
- b. Workshop Focus:
 - i. Leverage the Time, Talent, & Treasure information from the survey to create a proposed list of amenities, programs and services we may offer to parishioners and the surrounding community. (Products & Services)
 - ii. Leverage section 2 of the survey to revisit the Church Profile in preparation to search for a priest. (Human Resources)
 - iii. Leverage existing web-based and social media outlets to communicate with our target demographic. (Delivery Systems, Marketing & Advertising)
- c. Next Workshops Dates:
 - i. Proposed: November 17th & January 12th (Sundays – 2 hours each)
- d. Next Combined Session:
 - i. Coordinate with Bishop’s office to coincide with his visit to St. John’s in December

11. Advantage Consulting Feedback/Observations:

- a. Participants have been fantastic thus far and engagement is excellent; there is enthusiasm about working with The Intentional Journey Program.
- b. There needs to be encouragement for willingness to prioritize the program and the associated workshops that is commensurate with the urgency of what is happening to our parish.
- c. Attending workshops empower us to participate in what will be happening in our parish community.
- d. This journey is being traversed using a democratic approach; we all have a say in the outcome of this program and how we will build our future.
- e. The way we have that say is by participating, and, by prioritizing this aspect of our lives.

12. Closing Prayer – The Lord’s Prayer – in Unison

Meeting adjourned at 1:00 PM - Respectfully submitted, Donna L.K. Chiacchia, Advantage Consulting, LLC

Attachments:

Glossary of Terms



**Advantage Consulting, LLC
 The Intentional Journey Program
 Glossary of Terms**

No.	Term or Acronym	Definition
1	B.I.B.L.E.	B.I.B.L.E. = Basic Information Before Leaving Earth. This acronym was developed from the word "Bible" and specifically refers to any form or version of a Christian Bible. The B.I.B.L.E. theory is used to develop the Business Transformation Strategy document.
2	BTSD	BTSD = Business Transformation Strategy Document. This acronym defines the end state document or the "Journey Guide" for the Intentional Journey Program.
3	CAR	CAR = Contract of Accountability and Responsibility. This acronym is used to refer to the document being utilized as a plan of action for any aspect of The Intentional Journey Program. These action plans will include activities, who is responsible to perform and complete the activity, and an agreed to targeted outcome.
4	IOPEC	IOPEC = Intention, Objective (s), Plan, Execution, and Cadence. This acronym defines the five components of a business transformation strategy document.
5	The Intentional Journey Program	The Intentional Journey Program is a business transformation strategy program for any entity who wants to gain and retain customers, increase and sustain revenue, retain season resources, and attract and retain best in class resources.