



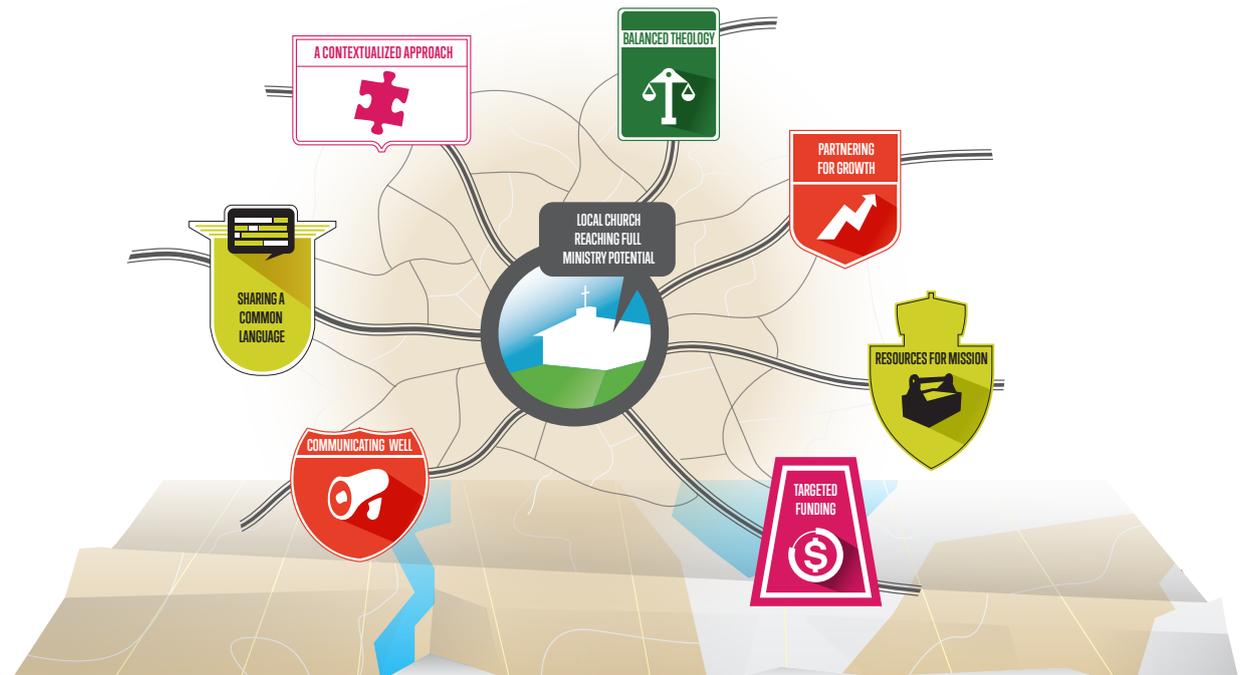
# MBCM STRATEGIC ROAD MAP

ELTON DASILVA, EXECUTIVE DIRECTOR

Assembly 2016 marked the end of our five-year plan. Our goal over those five years was to identify the mandate of the Manitoba conference and move towards a proactive approach to ministry. MBCM also proposed a lifelong view of leadership development and church ministry life. We also planned to invest in ministry among Indigenous peoples and to develop resources relevant to the mission of the Church.

The five-year plan birthed MBCM's four core service area model. The subsequent strategic development of each one of the four areas is an ongoing process. The 12-month dashboard on the previous page offers a glimpse of what we've been up to.

Today we continue to look ahead as we present the MBCM strategic road map. The landmarks on the map identify the pressing needs of the conference going forward. They represent the commitments required, or the change in how MBCM currently operates so that our churches can reach their full ministry potential. We are invited to join in Jesus' mission of reconciling the world to God. Our hope is that this road map will help us to be faithful to that mission.





# COMMUNICATING WELL

## WHAT IS IT?

Communication is essential in any partnership. As MBCM values collaboration with the local church, we must continually evaluate how we are currently communicating, and pursue more effective ways of doing so. How do we send and receive information? How do we share stories of triumph and challenges? What new resources and opportunities exist? How do we invite one another into community?

## WHAT DOES IT LOOK LIKE?

An effective communication strategy is built around two concepts: speaking and listening. MBCM must be an active communicator and engaged listener. The four groups we focus communication with are:

- pastors and church staff
- boards and leaders
- members and attendees
- the broader assembly of churches

## HOW DOES IT BENEFIT THE LOCAL CHURCH?

- Awareness of existing resources and opportunities.
- Sharing stories beyond their local context.
- Opportunity to solicit prayer and support from the family at large.
- Promote events and projects with Manitoba and national MB churches.

## HOW IS MBCM DOING IN THIS AREA?

In keeping with our goal, MBCM is developing — or enhancing — several components within our communication strategy:

- making improvements to the infrastructure of our website so that it aligns with the core service area model
- facilitating social media touchpoints between constituents
- leveraging social media to better share news
- event driven e-newsletter
- story driven e-newsletter
- coffee with pastors and staff
- dinners with boards and leaders
- the development of a MBCM strategic roadmap booklet
- program/event driving bulletin inserts

## WHAT IS NEXT?

Over the next year we will sit down with church boards to hear what God is doing within their congregation and to report on the work MBCM is doing. Can we attend a future board meeting at your church?



# SHARING A COMMON LANGUAGE

## WHAT IS IT?

Effective communication is built on simple dialogue that leverages consistent language and voice. By succinctly describing our goals, it is easier to gain buy-in from all involved parties. This leads to well-informed collaboration and a cohesiveness in provided services. The purpose of common language is to provide clarity, that in turn informs our processes and programs.

## WHAT DOES IT LOOK LIKE?

MBCM's language is based on the four core service areas (Resourcing Churches, Multiplying Churches, Building Community, and Developing Leaders) which shape how all resources and services are developed and delivered. Both MBCM and our national partner CCMBC have agreed that these four areas are key to serving our constituents. Embedded within this language is the belief that mission happens at the local church level and that everything MBCM does is in support of that mission.

## HOW DOES IT BENEFIT THE LOCAL CHURCH?

We serve churches of all sizes and demographic. By using a common language, MBCM sees the following benefits to churches:

- *clarity of services and resources available to them.* Expectations are clearly stated and limitations are identified.
- *unified purpose between conference and local church is identified.* Although not explicitly stated or mandated by MBCM, every healthy church is already engaging in multiplication, community building, developing leaders and providing resources within their ministry context.
- *simplified way of finding services and resources.* Each core service is a gateway to resources, cleanly cataloged and easily searchable on our website.

## HOW WELL IS MBCM DOING IN THIS AREA?

We have been working towards integrating these service areas in all facets of our communication and services. Outgoing communication has been branded with the corresponding colour and title to the service model area. We are making every effort to organize internal communication, including budgets and financial reports, in the same way in order to reinforce this practice. Furthermore, our website is being redesigned so that it revolves around the four core services.

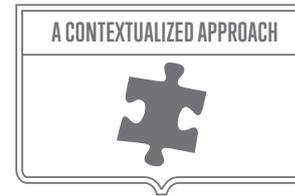
## WHAT IS NEXT?

MBCM looks forward to further opportunities to equip, resource, and inspire churches to reach their full ministry potential. This commonality of language will lead to better relationship between churches and conference.

# A CONTEXTUALIZED APPROACH

## WHAT IS IT?

MBCM serves a very diverse group of churches: large and small, rural and urban, contemporary and traditional, with diverse governance styles and cultural background. These differences are part of God's design, and we are careful not to impose our own designs or agendas as we resource churches towards achieving their full ministry potential.



## WHAT DOES IT LOOK LIKE?

Resourcing such a diverse group isn't without its challenges: What works for one church may not work for another. God – through His Holy Spirit – has a unique plan for each church, that allows them to be fruitful in their individual context. To that end, MBCM is making changes to how it works with churches.

We intend to:

- move away from prescribed programs to a process of discovery
- adopt a contextualized resource delivery; one size does not fit all
- act as consultants/coaches
- encourage churches to carefully listen to voice of God for them
- invest in effective ministry assessment tools

## HOW DOES IT BENEFIT THE LOCAL CHURCH?

- Self discovery leads to ownership of direction for the future.
- Churches are resourced based on their specific needs.
- Boards, pastoral staff, and lay leaders are part of the discerning and discovering process.
- Process starts with a commitment to praying and listening.

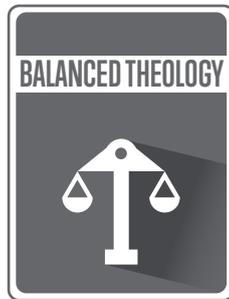
## HOW IS MBCM DOING IN THIS AREA?

MBCM is currently expanding *Focused Ministry* into four workshop models, tailored to the specific needs of the local church:

- *Focused Ministry Core* addresses issues of mission, vision, and values, focusing on convictions, culture, and constructs as the foundations of effective ministry.
- *5C Focused Ministry* – the existing model – identifies five circles of influence, then offers a language and a strategy to serve within each circle.
- *Focused Ministry: Every Church Can* prepares established churches to multiply.
- *Focused Ministry: Turn* is for churches that feel they are nearing the end of their lifespan. It's a process of renewal that challenges churches to thank God for their history and experience, understand their present reality, release control of their resources and current direction, and navigate changes.

## WHAT IS NEXT?

MBCM is continually on the lookout for trends in church growth (and decline), assessment tools. We listen to church feedback when developing new resources and improving on our current offerings.



# BALANCED THEOLOGY

## WHAT IS IT?

Many voices speak into and influence the mission and ministry of the church. There is benefit in consulting external sources and seeking different perspectives, but there is great risk in accepting new doctrines that have not been biblically verified. In essence, Mennonite Brethren are an Anabaptist/Evangelical family of churches and therefore ascribe to a set of theological confession that reflect this position. The Anabaptist side calls us to the practical aspects of the kingdom of God, placing great emphasis on our social obligation to the world we live in. Our evangelical side demands that the gospel be proclaimed, and that leading people to a relationship with Christ is a priority. At times these two aspects of our theological makeup battle for prominence, causing the formation of ideological camps within the denomination. However, the beauty of the gospel is that both sides live in harmony.

## WHAT DOES IT LOOK LIKE?

Now—more the ever—our family of churches needs access to resources that represent a balanced approach to theology and ministry. Resources that challenge us to both proclamation and social engagement. There's an old saying: "for every mile of road there are two miles of ditch." It implies that without caution, we are twice as likely to stray into the ditches that surround the road we travel. To stay true to our theological path, MBCM recommends the formation of a provincial Board of Faith and Life (BFL). This board would function proactively in designing, developing, and recommending balanced theological resources to our churches.

## HOW DOES IT BENEFIT THE LOCAL CHURCH?

- Churches have a designated place to go for Evangelical/Anabaptist theological resources.
- Time and effort is allocated to writing and producing new, balanced resources.
- This board becomes responsible for credentialing and ordination of pastoral staff.
- In as much as possible, board members will be available to teach/resource churches.

## HOW IS MBCM DOING IN THIS AREA?

In the past, a Faith and Life committee assisted our conference pastor in the process of credentialing new pastors. MBCM, through an appointed representative and by its executive director, are part of national BFL.

## WHAT IS NEXT?

Our goal is to enroll qualified leaders from within our churches to form the new provincial BFL.

# PARTNERING FOR GROWTH

## WHAT IS IT?

The mission field is big and diverse, and also at times overwhelming. Teamwork is the key to successfully reaching such a broad goal. Partnerships on multiple levels must become the new norm for MBCM. Systems that require us to rely on partnerships will force us to be good stewards, and wisely manage areas of overlap and potential redundancy.



## WHAT DOES IT LOOK LIKE?

Churches partnering with other churches to share resources. Larger congregations can mentor and support smaller, emerging ministries. Established churches can become big sisters to new churches. Partnerships between provincial conferences and/or the national conference will be pursued to minimize redundancies.

## HOW DOES IT BENEFIT THE LOCAL CHURCH?

- Churches can help each other carry the burdens of mission.
- Churches can expand their ministry potential by partnering.
- New ideas and resources become available through partnering.
- Reduction of redundancies.

## HOW IS MBCM DOING IN THIS AREA?

This is a new area within the strategic plan, and is still in development. One considered option is the creation of geographic clusters of churches in order to facilitate partnerships and support systems.

## WHAT IS NEXT?

Investing time and energy in the full development of this plan in consultation with our churches and partner organizations.



## RESOURCES FOR MISSION

### WHAT IS IT?

MBCM believes that the church exists to accomplish a mission. Beyond the MBCM mission statement, every church has a Christ-given mandate to make disciples. This mission of the church has an external and an internal component to it. The former necessitates that we lead people to know Christ. The latter requires that we teach people to be more like Him.

### WHAT DOES IT LOOK LIKE?

MBCM actively works to discover and develop resources that can aid the church in achieving its mission. Our hope is to create a place where our churches can go to find resources and training that equips them for missional engagement.

### HOW DOES IT BENEFIT THE LOCAL CHURCH?

- Discipleship training and resources become easily accessible.
- Churches learn to evaluate the effectiveness of their disciple-making efforts.
- Opportunities for church-wide training.
- Congruent resourcing among our group of churches.

### HOW IS MBCM DOING IN THIS AREA?

We have invested in the development of several resources. Some already in use by churches and others in development:

- *5C Focused Ministry*
- *Focused Ministry: Every Church Can*
- *TAG (traits, abilities and gifts)*
- *MentorWise*

### WHAT IS NEXT?

Our goal is to provide an expansive resource library available for use by all our churches.

# TARGETED FUNDING

## WHAT IS IT?

Remaining sustainable while increasing our investment in church resources requires long-term targeted funding. In addition to the continued conference support of Manitoba MB churches, MBCM will have to fundraise on multiple levels, including grants and gifts from individuals and organizations.



## WHAT DOES IT LOOK LIKE?

Targets are identified by the breakdown of our overall budget into smaller projects. These projects — although part of the overall vision — can exist independent of each other. Mini budgets and full fundraising packages will need to be created for each project.

## HOW DOES IT BENEFIT THE LOCAL CHURCH?

Churches can direct funds towards specific projects.

## HOW IS MBCM DOING IN THIS AREA?

At present we have two projects that are funded outside of the budgeted conference support: School of Leadership and Indigenous ministries.

## WHAT IS NEXT?

MBCM will evaluate what programs are best served from this targeted approach and which ones will remain under the primary annual budget.