

Ensuring that we are founded on the Word

The *I Will Go* strategic framework
and plans for research in 2020-2025





World Church Strategic Plan



World Church Strategic Plan



I WILL GO

STRATEGIC FOCUS

2020-2025





2015-2020 Strategic Focus

- Three facets (Reach Up/In/Out)
- 21 Objectives
- 81 Key Performance Indicators (KPIs)



Three areas of emphasis
Ten objectives
54 KPIs





I WILL GO

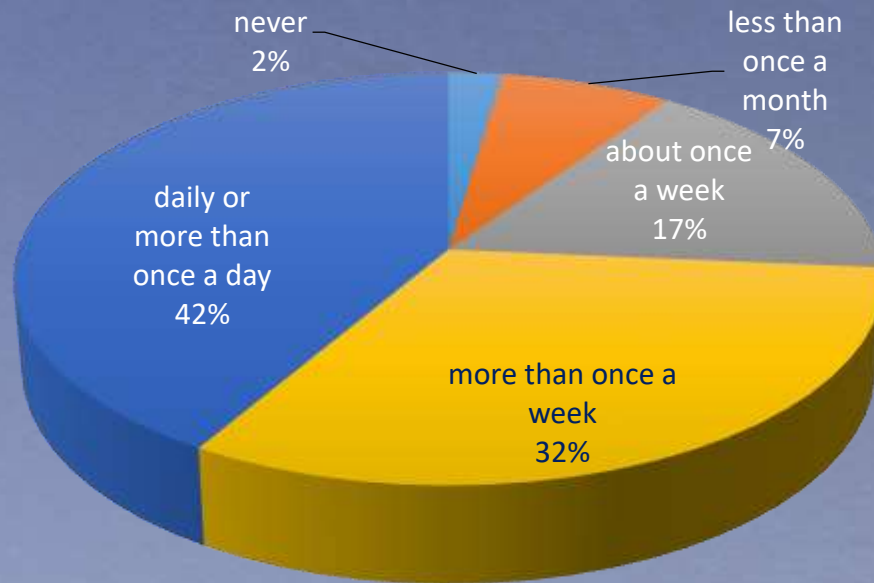
STRATEGIC FOCUS

2020-2025



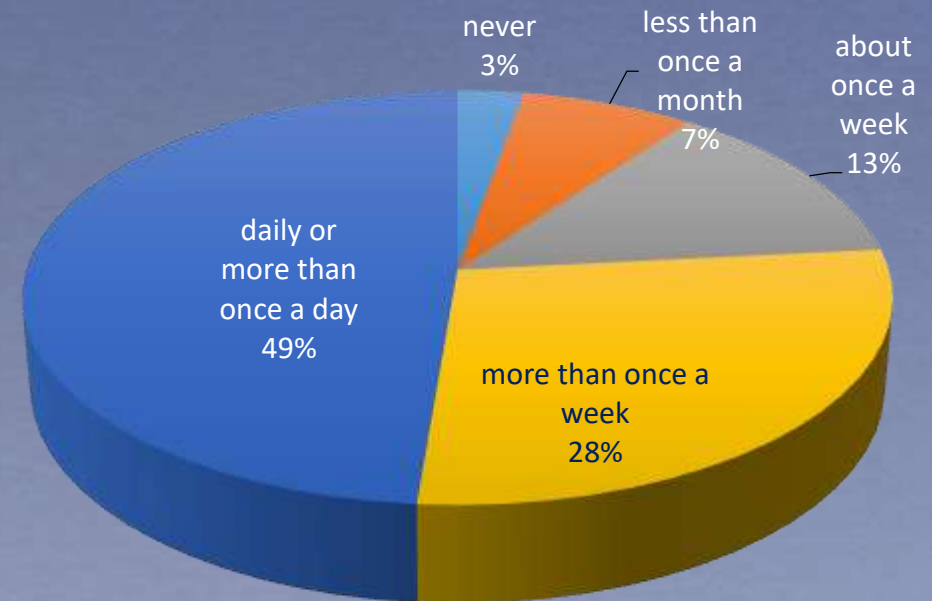
DAILY BIBLE STUDY

2013



Several times weekly = 74%

2018

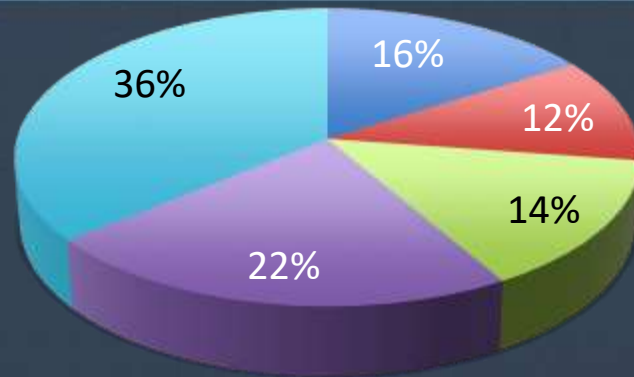


Several times weekly = 77%

Family Worship

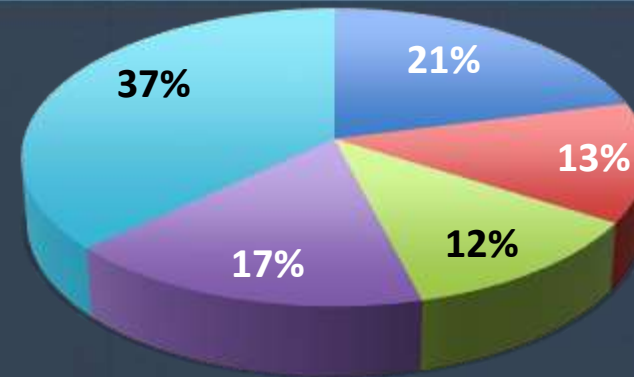
Multiple times per week **down**
from 58% to 54%

2013



- never
- less than once a month
- about once a week
- not daily, but more than once a week
- daily or more than once a day

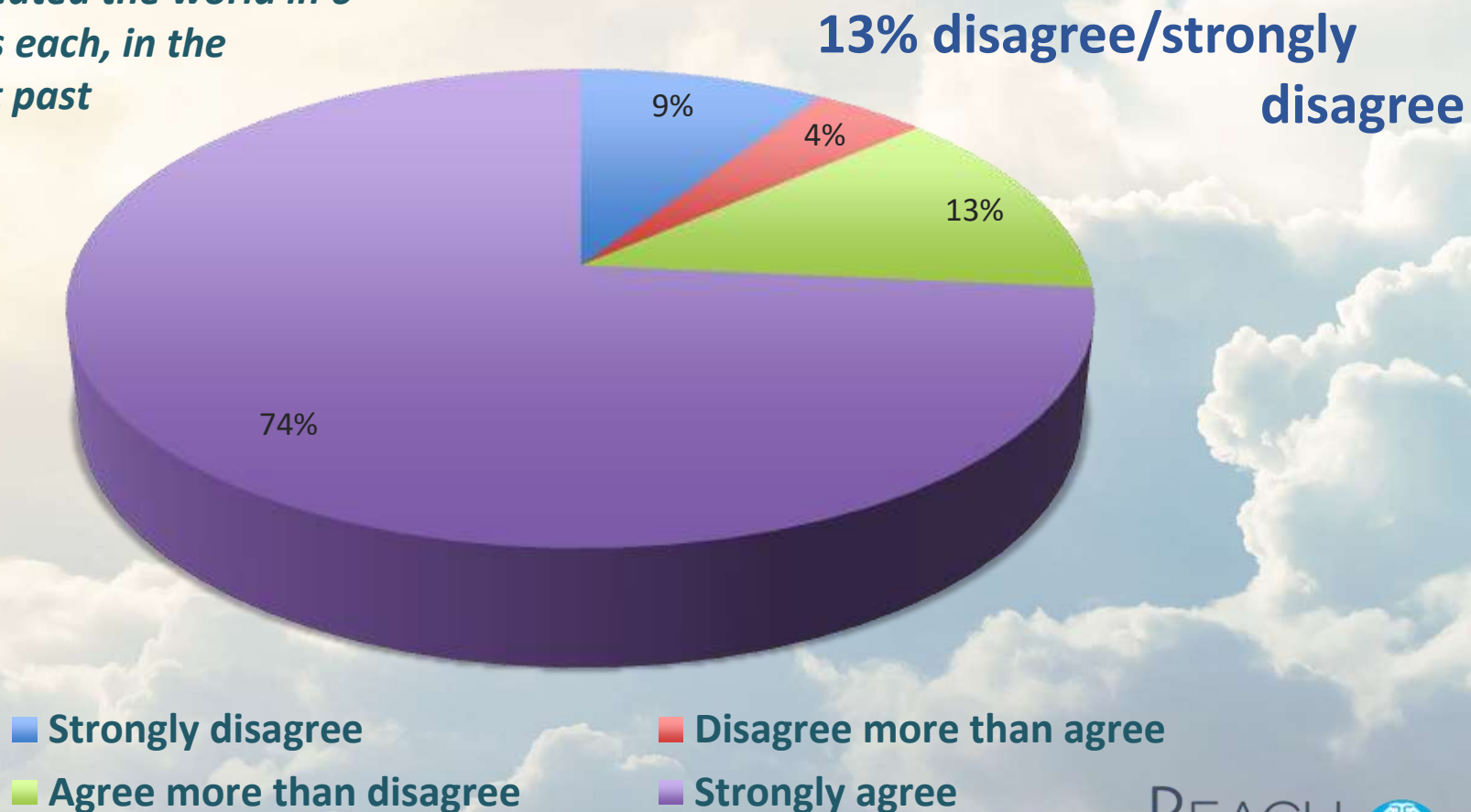
2018



- never
- less than once a month
- about once a week
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- daily or more than once a day

CREATION 2013

I believe God created the world in 6 days of 24 hours each, in the relatively recent past



CREATION 2018

God is Creator








I believe God created the universe.

Recent Creation

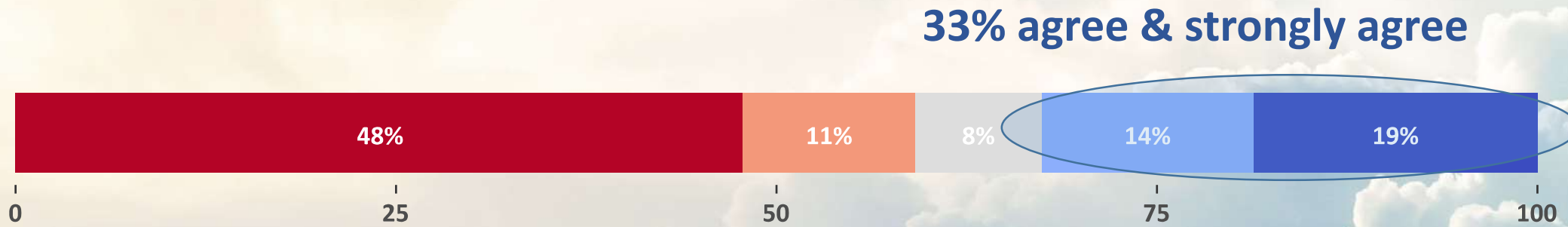
15% disagree or doubt ↓



I believe God created the world in six days of 24 hours each in the relatively recent past.

 Strongly Disagree  Disagree  I'm Not Sure  Agree  Strongly Agree

State of the Dead 2018



The soul is a separate, spiritual part of a person and lives on after death.

Strongly Disagree Disagree I'm Not Sure Agree Strongly Agree





I WILL GO

STRATEGIC FOCUS

2020-2025

Church Member Surveys

2013 n = 26,343 in 9 divisions
Margin of error = +/-3%

2018 n = 63,756 in all 13 divisions
Margin of Error = +/- 0.9%

Pastor's Survey

2012–2013: $n = 4,260$ from 116 unions

Not carried out in this past quinquennium

We plan on carrying out a survey in 2022–2023
(hoping to reach every union)

Further research



The KPIs are not merely aspirations or rhetoric.

**They will be tested
by research.**

We want our Church to continue to be anchored in the Word of God, and proclaiming the Word that is God



*Who will Go? “Here I am,
send me” (Isa. 6:8)*

We want our people, and in
particular, our young people,
empowered by prayer and the
word of God, to say yes to mission:
to say “I Will Go”



And so research *will* be carried out



Expect to hear about the surveys
before GC Session



Thank you for your help!

