

# Alignment: Assuring a Spiritually Centered Ministry

Session / Week 2

Pergamum – A Case Study in Misalignment



# Pergamum - A Case Study



- What were Pergamum's alignment issues?
- What do those alignment issues look like in today's church or ministry; maybe in our ministry?

# Pergamum - A Case Study



➤ Was Pergamum's spiritual leadership suffering from some variation of the Fundamental Attribution Error?

# Alignment: Assuring a Spiritually Centered Ministry

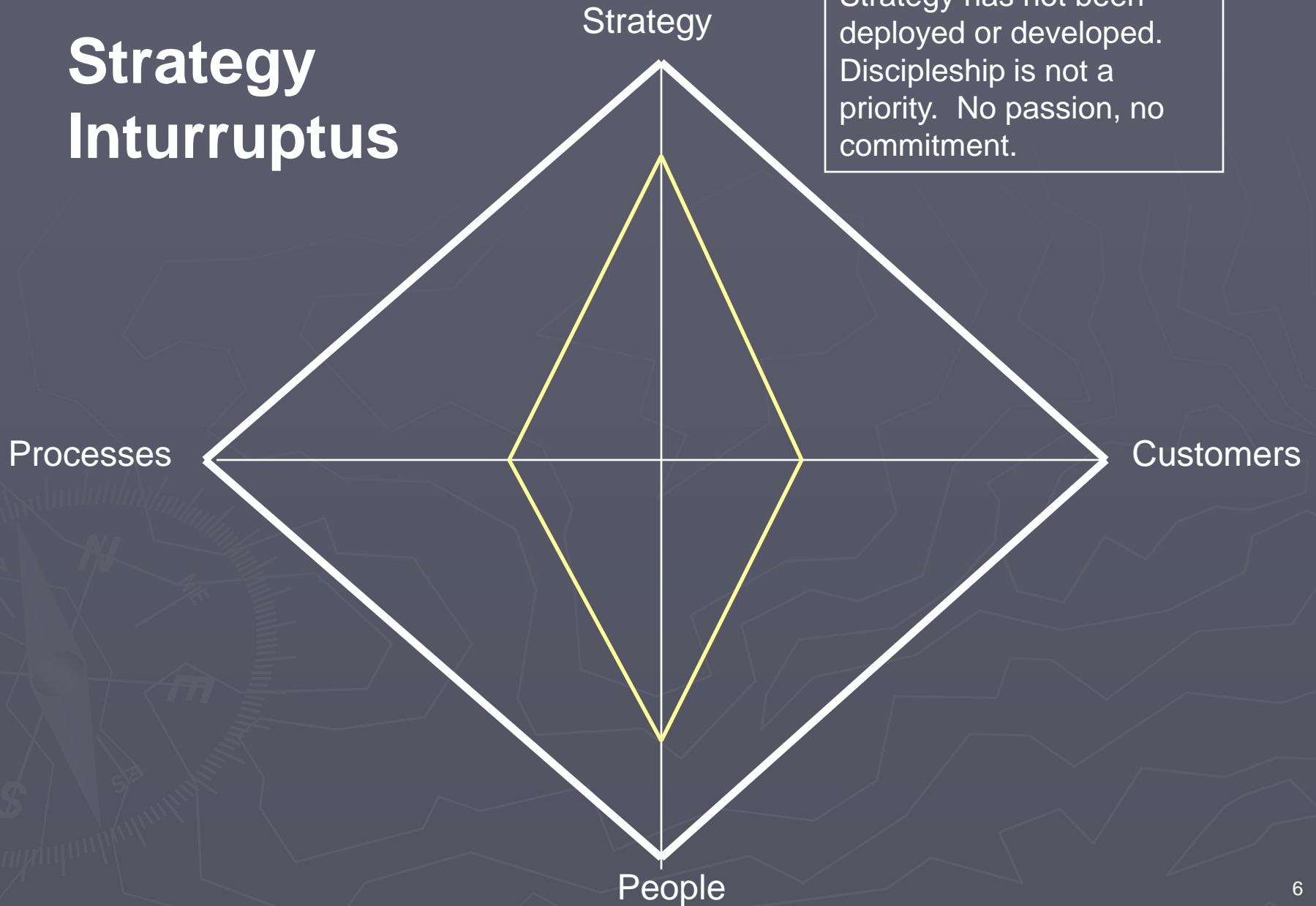
Alignment Profiles



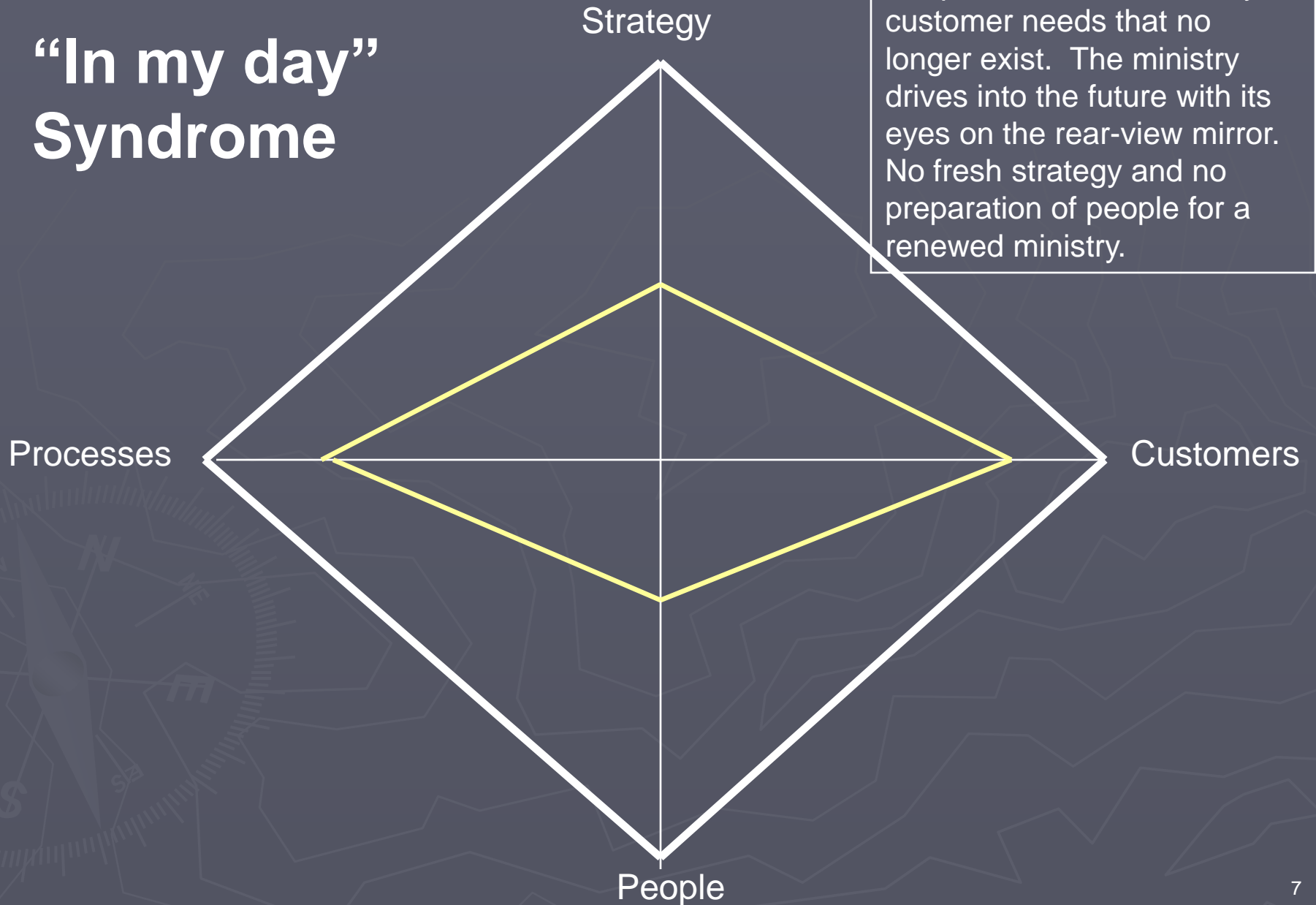
# Alignment of Ministry

- ▶ **The Main Thing** – It's ultimately what happens when the focus on Strategies, Processes, People and Customers is in alignment.
- ▶ **Strategies** – Vision, Mission/Purpose, Values, Plans/Goals, Guiding Principles of ministry. It says why we exist, who we are as a people and how we intend to satisfy the need.
- ▶ **Processes** – It's what we actually do to achieve our Strategy and consists of programs and specific areas of ministry.
- ▶ **People** – Those who identify with our ministry and contribute through Processes to accomplish the Strategies.
- ▶ **Customers** – Those we are committed through our Strategies to serve. They may be inside or outside the constituency of the ministry.

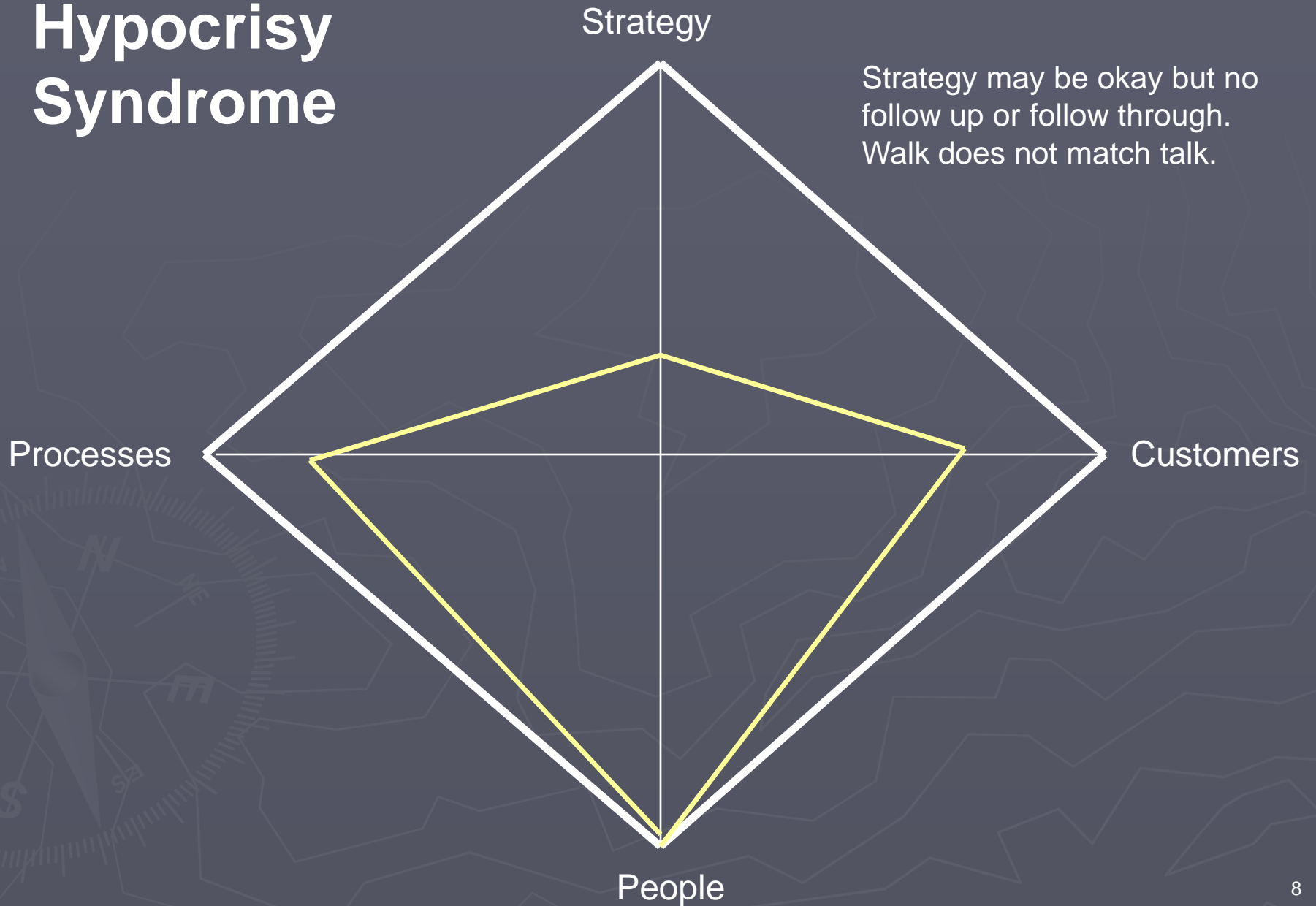
# Strategy Interruptus



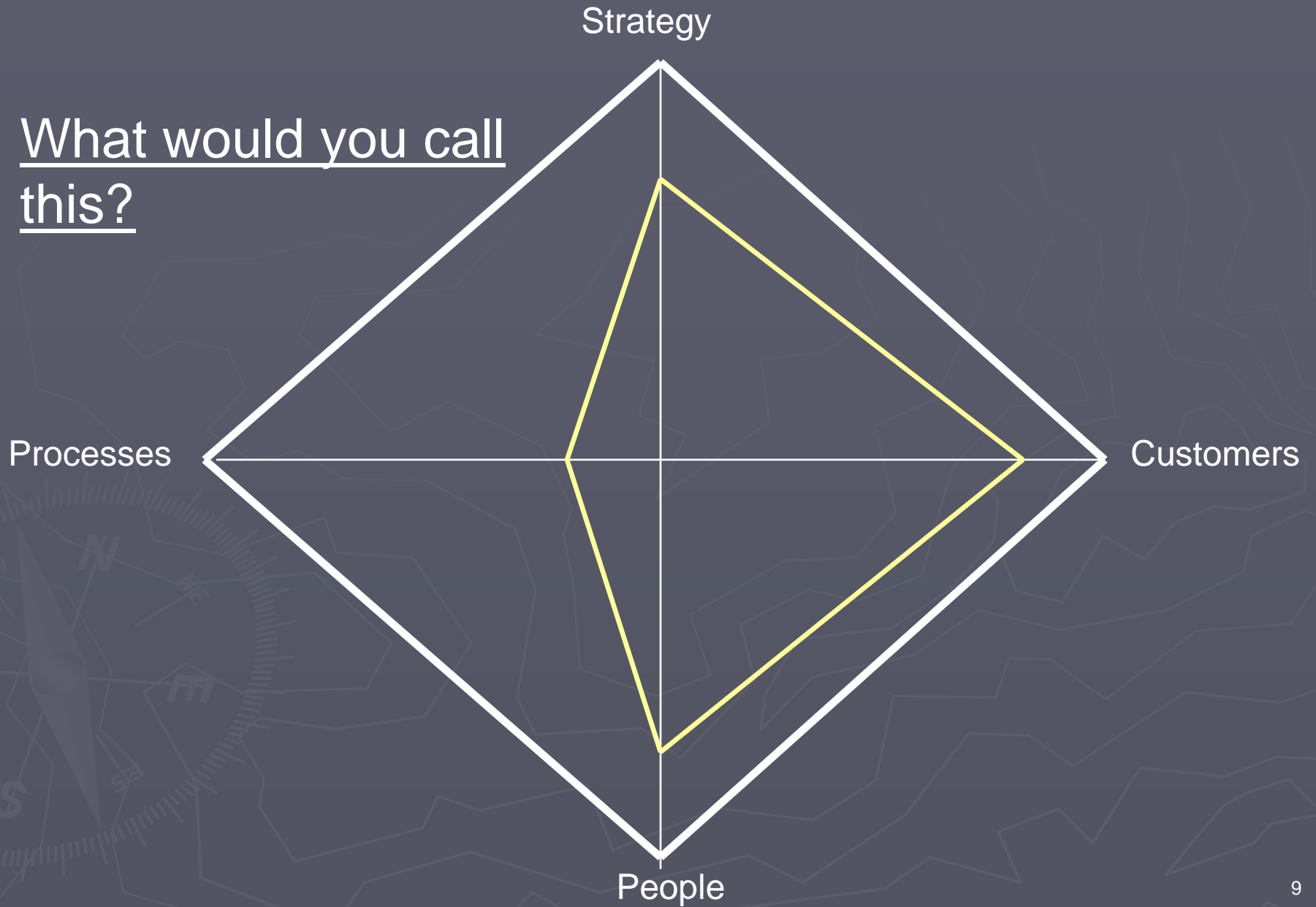
# “In my day” Syndrome



# Hypocrisy Syndrome



What would you call  
this?



Strategy

What would you call  
this?

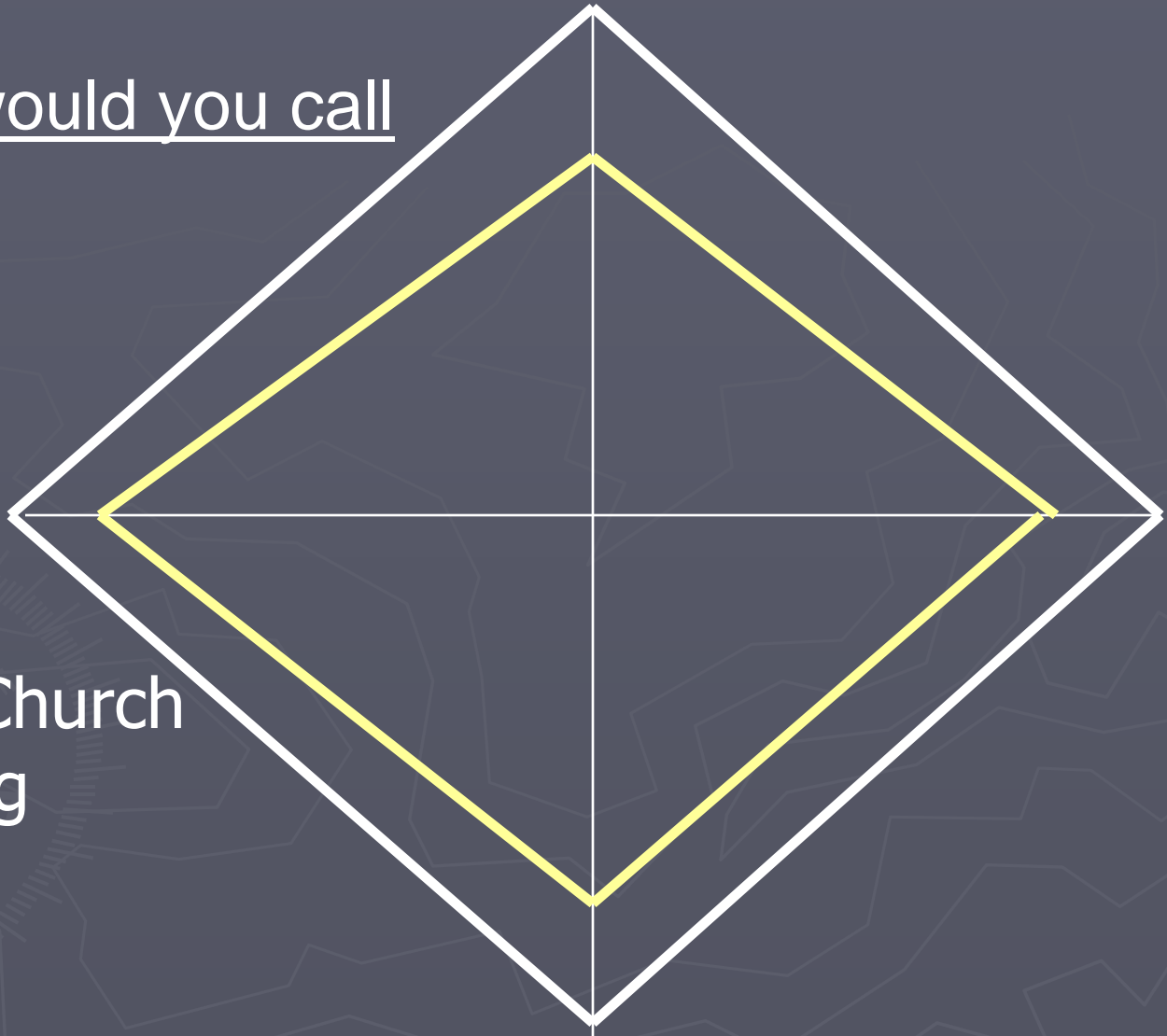
Processes

Customers

Dead Church  
Walking

Why?

People



Strategy

What would you call  
this?

Processes

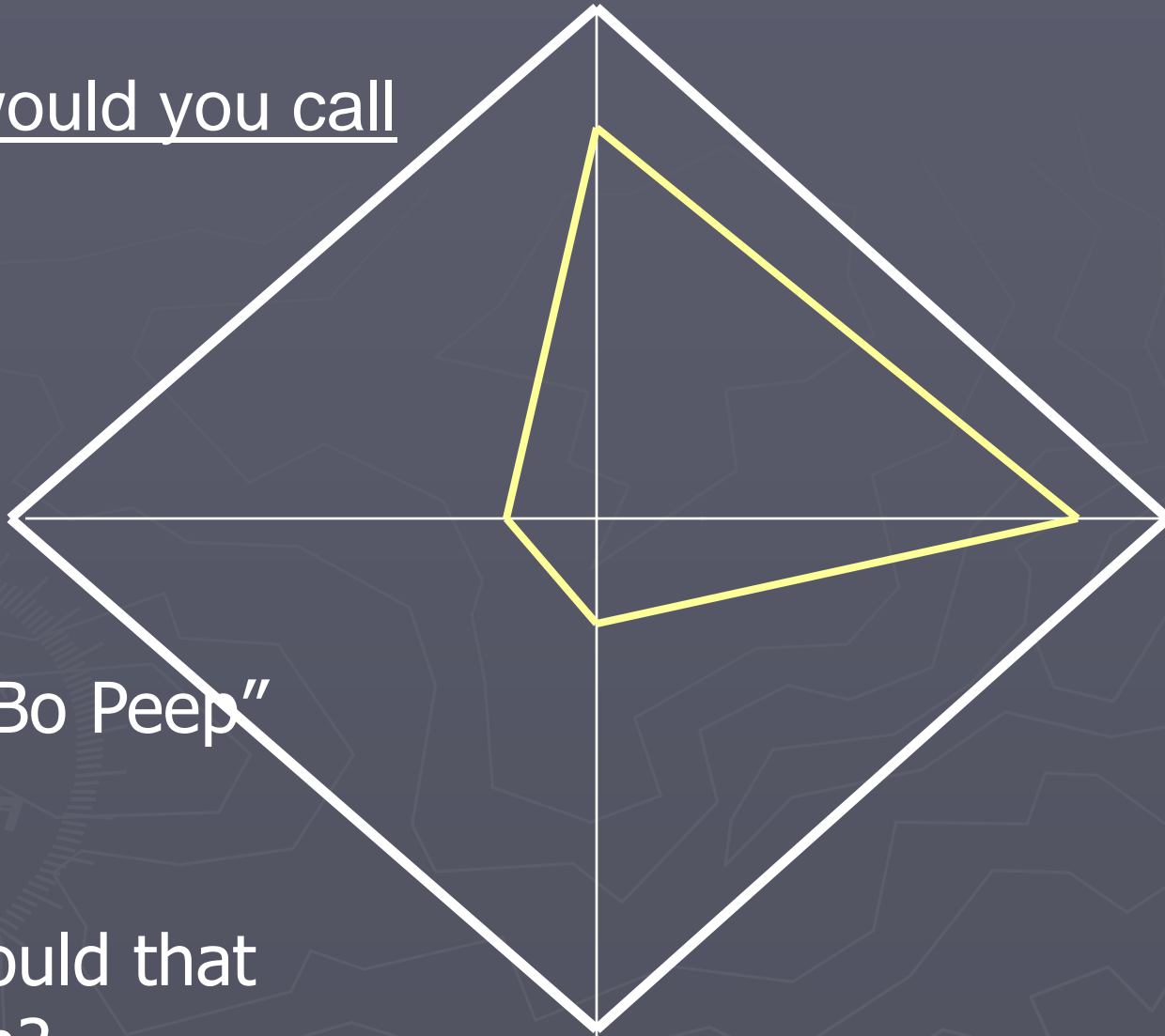
Customers

"Little Bo Peep"

Why?

How could that  
happen?

People



Strategy

What would you call  
this?

Processes

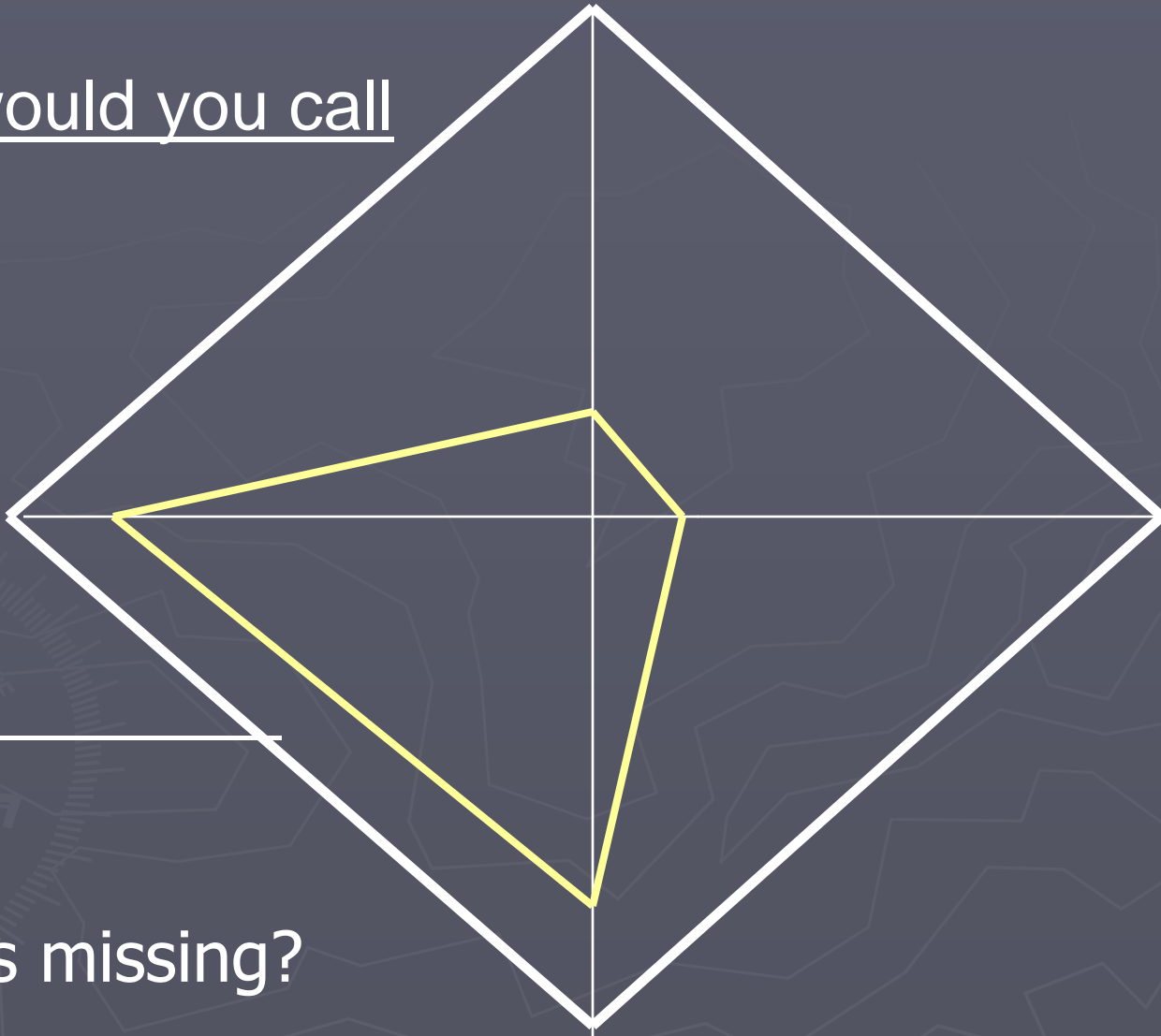
Customers

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Why?

What is missing?

People



Vertical Alignment

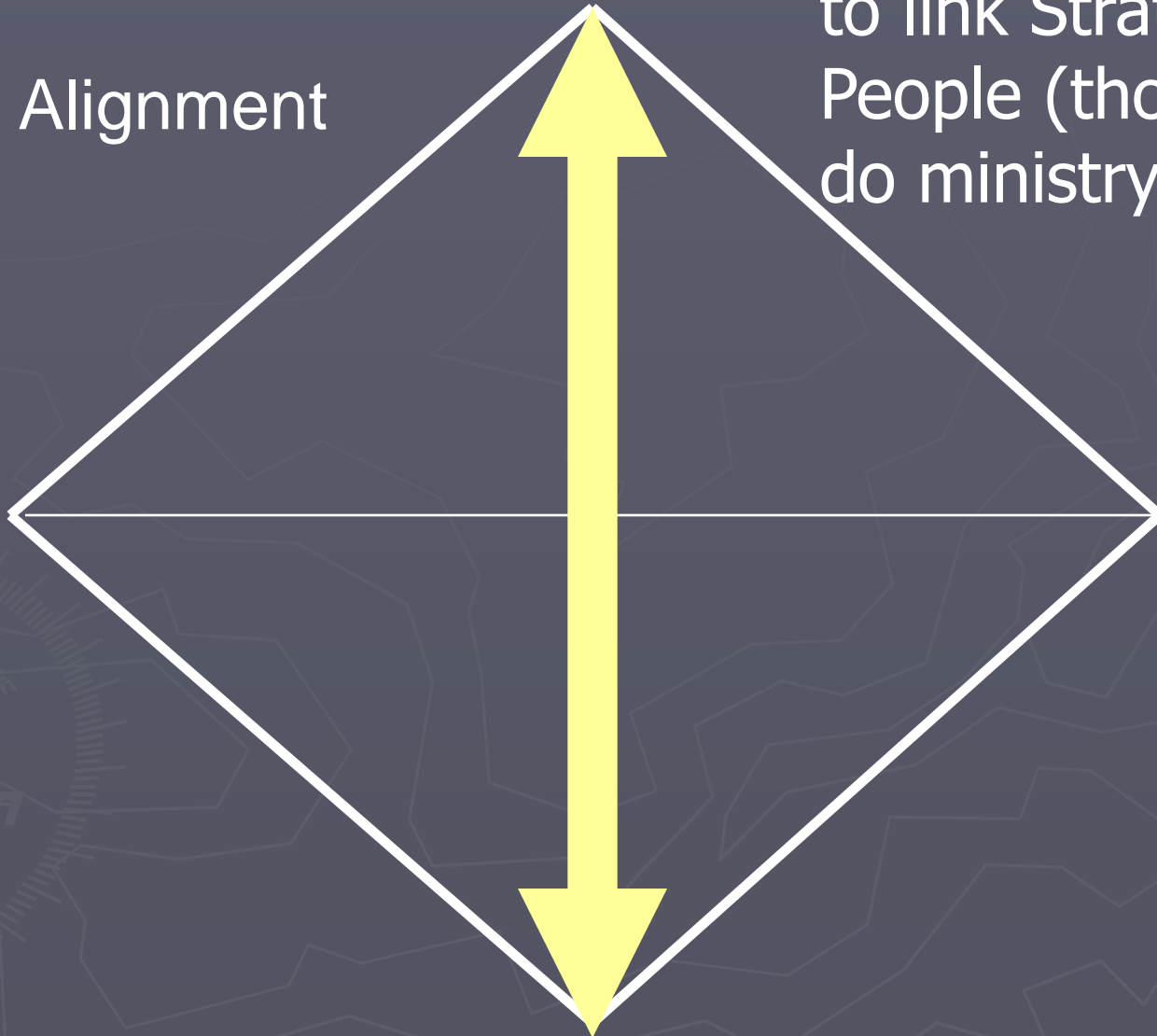
Strategy

Why is it important to link Strategy with People (those who do ministry)?

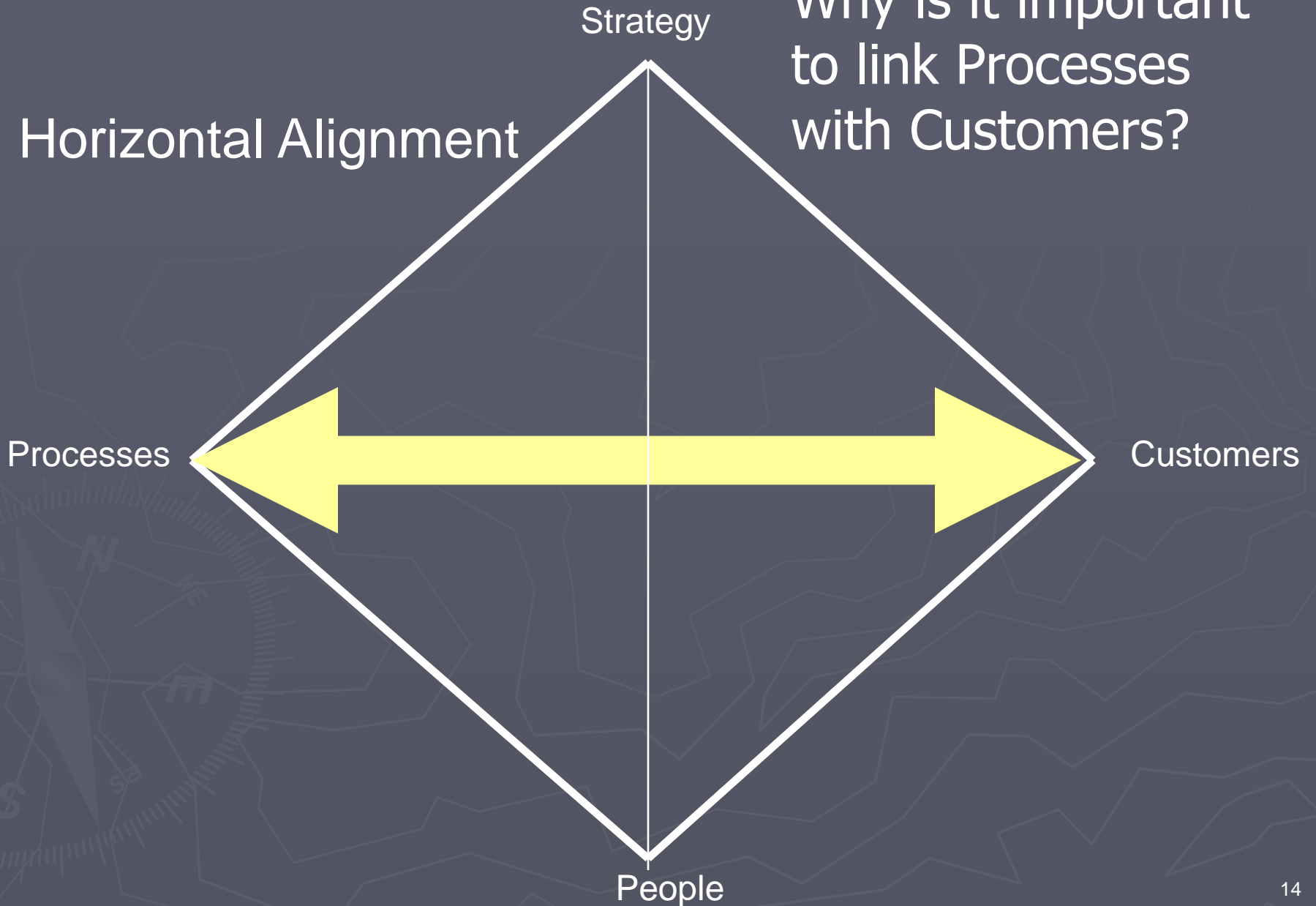
Processes

Customers

People



Why is it important to link Processes with Customers?



# Critical Question

- ▶ Based on our Individual Ministry Alignment profiles, do we need to go through a 4-6 month process to review and refine our ministry plan? Our ministry plan is expressed through our Strategies of ministry, our Processes of ministry, People (those who minister) and Customers (those who are the objects of ministry).