



BRENTWOOD BAPTIST CHURCH

CHURCHWIDE OBJECTIVES & KEY RESULTS FOR 2020

OBJECTIVE 1: Engage lost and searching people through an increasing number of Gospel Conversations

KEY RESULTS BY FEBRUARY 1

- KR 1.1 GC strategy* (including tracking) finalized by Nov 1
- KR 1.2 100% of ministers completed GC training by Jan 1
- KR 1.3 Capture 25 stories and each campus share 1 story on Sunday AM
- KR 1.4 5,000 Gospel Conversations

KEY RESULTS BY JUNE 1

- KR 1.5 50% of Group Leaders completed GC training by March 1
- KR 1.6 Capture 25 stories (50 total) and each campus share 1 story on Sunday AM
- KR 1.7 30,000 Gospel Conversations (+25,000)

KEY RESULTS BY OCTOBER 1

- KR 1.8 100% of Group Leaders completed GC training by July 1
- KR 1.9 Capture 25 stories (75 total) and each campus share 1 story on Sunday AM
- KR 1.10 75,000 Gospel Conversations (40,000)

OBJECTIVE 2: Launch a strategy for engaging an increasing number of people in Groups based on Disciples-Making-Disciples relationships

KEY RESULTS BY FEBRUARY 1

- KR 2.1 DMD strategy* (including tracking) finalized by Nov 1
- KR 2.2 100% of ministers completed DMD strategy training by Jan 1
- KR 2.3 250 participating in DMD based groups

KEY RESULTS BY JUNE 1

- KR 2.4 50% of Group Leaders completed DMD strategy training by March 1
- KR 2.5 750 participating in DMD based groups (+500)

KEY RESULTS BY OCTOBER 1

- KR 2.6 100% of Group Leaders completed DMD strategy training by July 1
- KR 2.7 Document best practices and share with staff and leaders by Sept 1
- KR 2.8 1,500 participating in DMD based groups (+500)

OBJECTIVE #3: Build a church multiplication movement by partnering with an increasing number of Healthy Congregations

KEY RESULTS BY FEBRUARY 1

- KR 3.1 Healthy Congregation strategy* finalized by Nov 1
- KR 3.2 All campuses have a HC team identified, equipped and prepared to be sent out
- KR 3.3 All campuses finalize at least one HC partnership opportunity

KEY RESULTS BY JUNE 1

- KR 3.4 All campuses have their HC teams engaged in ministry strategy

KEY RESULTS BY OCTOBER 1

- KR 3.5 Hosting a 2021 equipping conference for churches in our network – finalize plans by Aug 1
- KR 3.6 HC Teams engaged with at least six partnerships for Healthy Congregations

* Strategy to include scope and sequence of key milestones, metrics for tracking, standard definition of key terms and guidelines/best practices content to be used for equipping.



EXAMPLE OF CASCADING OKRs

CHURCHWIDE

OBJECTIVE 1: Engage lost and searching people through an increasing number of Gospel Conversations

- **Key Results by February 1**
 - GC strategy* (including tracking) finalized by Nov 1
 - 100% of ministers completed GC training by Jan 1
 - Capture 25 stories and each campus share 1 story on Sunday AM
 - 5,000 Gospel Conversations
- **Key Results by June 1**
 - 50% of Group Leaders completed GC training by March 1
 - Capture 25 stories (50 total) and each campus share 1 story on Sunday AM
 - 30,000 Gospel Conversations (+25,000)
- **Key Results by October 1**
 - 100% of Group Leaders completed GC training by July 1
 - Capture 25 stories (75 total) and each campus share 1 story on Sunday AM
 - 75,000 Gospel Conversations (40,000)

CAMPUS

OBJECTIVE 1: Engage lost and searching people through an increasing number of Gospel Conversations

- **Key Results by February 1**
 - Enlist 10 new Group Leaders from across ministry areas and create a pilot to get early feedback about group strategy and equipping, develop plan for equipping additional group leaders based on that feedback
 - Host 1 gathering for Gospel Conversation coaches for equipping and encouraging, capture 1 story from that gathering and share on a Sunday AM
 - Host a weeknight gathering that uses worship, prayer and stories to elevate the need to seek out the lost and searching in our community
 - 100 Gospel Conversations recorded across all campus ministries
- **Key Results by June 1**
 - 50% of LIFE Group Leaders completed GC training by March 1
 - Identify five people who are able to publicly share a Gospel Conversation story, 50% of LIFE Groups receive a visit from one of those people to share their story for the purposes of equipping and encouraging, share one story on Sunday AM and one on social media
 - Select one Sunday AM which has a major focus on leading the congregation to seek out the lost and searching in our community
 - 250 Gospel Conversations recorded across all campus ministries (+150)
- **Key Results by October 1**
 - 100% of LIFE Group Leaders completed GC training by July 1
 - 100% of LIFE Groups receive a visit from someone who shares a GC story, share one story on Sunday AM and one on social media
 - 500 Gospel Conversations (+250)



INDIVIDUAL (Example: Worship Minister)

OBJECTIVE 1: For myself and the ministry areas I lead, elevate the priority of having gospel conversations with lost and searching people

- **Key Results by February 1**
 - Identify 3 resources to read (one in each review period) that will equip and inspire me towards gospel conversations. Read the first resource during Review Period 1.
 - Plan and execute a weeknight worship gathering for our congregation that elevates the priority of reaching the lost and searching in our community
- **Key Results by June 1**
 - Host an equipping meeting with all my ministry leaders to train them on how to have gospel conversations
 - Plan and execute one Sunday AM experience that has a major focus on leading the congregation to seek out the lost and searching in our community
- **Key Results by October 1**
 - Identify 2-3 lost people where I live/work/play and pray daily for gospel conversation opportunities with them
 - At one weekly rehearsal per month during this period, include a prayer time specifically focused on lost and searching people around us and invite one person to share a story about a gospel conversation they had.