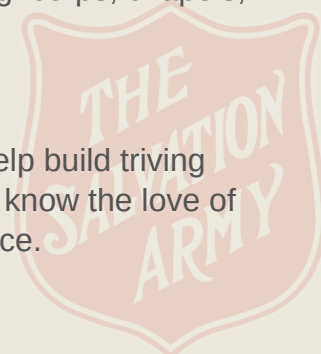


# STRATEGY TERMINOLOGY

## *Terminology of terms for the territorial strategy*

### PILLAR 1: STRENGTHEN SPIRITUAL HEALTH

#	Strategic Objective/Initiative	Description
1.1	Our Christian faith pathways result in robust and authentic discipleship	Christian Faith Pathways = Our disciple making efforts; how we are guiding people along their spiritual faith development. Authentic Discipleship = Transformed lives and seeing that reproduced in others (CHRIST-centred, OTHERS-focused).
1.1.2	Enhance, learn, and embody best practices that lead to a deeper life of faith in action	Putting faith into action also means loving our neighbour as ourselves. Our faith motivates us into areas where people need any type of support (Faith Motivation). Helping those who are in need.
1.2	Our ministry units are places of holiness and spiritual vibrancy	Holiness = Dedicated or consecrated to God. Where the love of Jesus is known, experienced and embodied (Lived out). Spiritual Vibrancy = Growing, life giving, the people who serve are passionate, engaged and energized for mission.
1.2.2	Intentionally apply spiritual growth strategies in all ministry expressions	Elevating the priority of intentional opportunities for spiritual development through avenues such as discipleship and evangelism.
1.2.3	Institute changes in spiritual care to support spiritual vibrancy and connections across our faith communities	Faith communities = wherever we provide spiritual care and support to others (e.g. corps, chapels, small groups, social services).
1.3	Our communities of faith are flourishing	Our expressions of ministry help build thriving communities that are just and know the love of Jesus. A transforming influence.



**PILLAR 2: DESIGN FOR PEOPLE**

#	Strategic Objective/Initiative	Description
2.1	Driven by Christian love and principles, we are a welcoming- movement for all	Christian love and principles center around grace, mercy, and love for all people-at all times. We welcome all who are in need and want all to know the love of Jesus.
2.1.1	Develop and implement approaches that support equitable, diverse, just and inclusive communities	Inclusion is about establishing a collaborative, supportive and respectful environment that allows for participation and contribution by all. Together they produce an organizational culture in which people feel involved, respected, valued, connected and able to bring their authentic selves.
2.3	Our culture encourages innovation that enables a strong, sustainable, growing movement	Growth, sustainability, and innovation comes from our ability to place the right people, in the right places at the right time.



**PILLAR 3: FORGE STRONGER PARTNERSHIPS**

#	Strategic Objective/Initiative	Description
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**PILLAR 4: OPTIMIZE MISSION IMPACT**

#	Strategic Objective/Initiative	Description
4.1	Our personal and corporate lives of faith are transforming influences in our communities	As people of faith, we are called to love our neighbour as ourselves. With intention, we build relationships and partner with others. We are more than buildings or programs, we are deeply integrated in our communities, sharing hope wherever there is hardship.
4.2	The focusing of ministry efforts places us where we are most needed and can be most effective	To be aware of ourselves and others, we need to take time to assess where we are at as an organization in the countries of Canada and Bermuda. What are we doing that we don't need to do anymore because someone else is doing it and doing it well? Are there gaps and needs that resonate with our mission and vision?
4.3	Our mission delivery and support models strengthen our ministry expression's ability to focus on effective, holistic mission impact	With the support that is required in place, mission delivery and decision making can be the focus of leadership, strengthening our mission impact.

