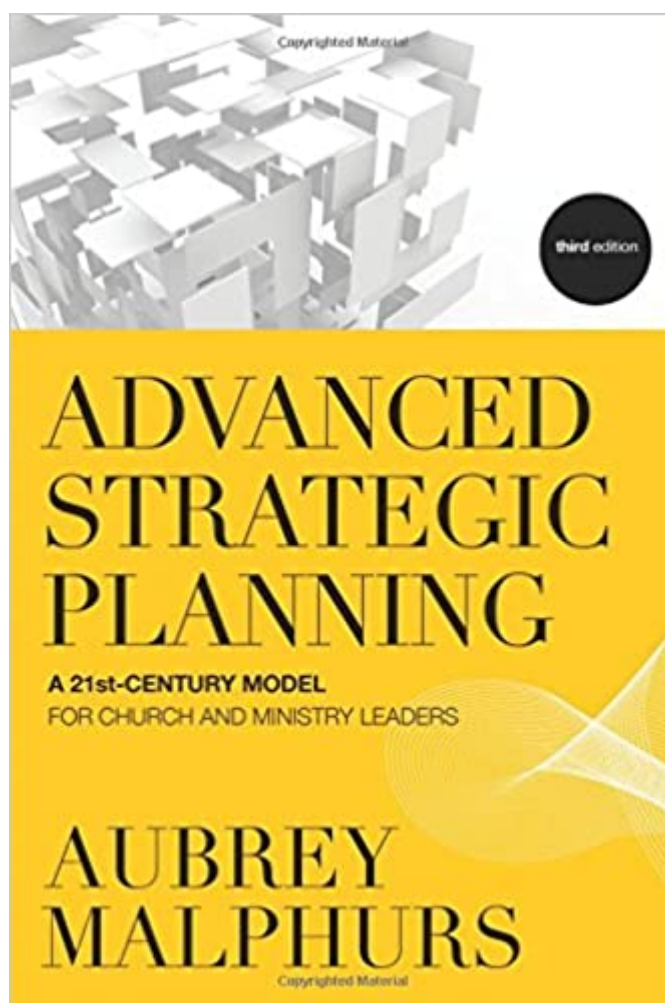


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# Advanced Strategic Planning: A 21st-Century Model For Church And Ministry Leaders



## Synopsis

In this expanded edition, trusted church leadership consultant provides practical advice for churches to articulate their vision, implement their mission, and align their identity and direction.

## Book Information

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## Customer Reviews

Aubrey Malphurs (PhD, Dallas Theological Seminary) is Senior Professor of Educational Ministries and Leadership and Pastoral Ministry at Dallas Theological Seminary and President of the Malphurs Group. He engages in church consulting, training and speaking.

Aubrey Malphurs' third edition of *Advanced Strategic Planning* arrived in the mail a couple of months ago. This is the third time I have attempted to read this book straight through. I am now convinced that it cannot be done. The appendixes and notes divert attention to the significant riches tucked away in those pages. Anyone wishing to learn the art and science of church consulting will recognize this book for the invaluable resource that it is. It stands without peer in its field. Dr. Malphurs continually pours his newest, freshest research and years of skill and practice into each update. This book is a dissertation on how to diagnose and treat churches in need of strategic envisioning. Our daughter has a class in Russian history this fall. I am reading along from my old textbook. One thing that stands out to me from the Soviet Era is the abject failure of strategic planning that the Soviet central leaders attempted every five years. Strategic envisioning is different from strategic planning. It is more flexible for the rapid changes we live with in our time. Strategic

envisioning recognizes that if we plan for five years out and circumstances change in six months, we need a new plan. Attempting to accomplish something based on faulty or unrealistic planning is foolish. The Soviet Union's demise is instructive for church work on so many levels. The three parts of the book are: Part 1: Prepare to Sail! The Preparation for Strategic Planning Part 2: Set the Course! The Process of Strategic Planning Part 3: Pursue the Course! The Practice of Strategic Planning Appendixes include inventories, surveys, audits, evaluations, commitments, and worksheets to assist in the different parts of the planning process. Many of these are useful stand-alone tools. Every pastor and church consultant needs this book. Read it, learn from it, return to it frequently. Feel free to try to read it straight through. I'm betting you can't do it, either.

I am using this book for one of the classes in my Master's of Arts in Leadership program. I love this book - I am not a huge reader and don't typically enjoy all of my textbooks. However, Malphurs does an incredible job of describing how a Christian organization should plan their strategy. He helps you to develop a mission, vision, and strategy. And if you already have that for your organization, his book will help you to assess it and improve! This is really a great book and I would recommend it to others. This review is my opinion and it is truly what I believe about this product. Thank you for reading my review. Please give it a thumbs up if it was helpful to you! :)

I'm a church elder. The information provided combined with Malphurs' perspective was priceless. Okay, I admit it is not an easy read but it is a book every senior pastor, executive pastor, and elder should study. This is not simply a book on theory but rather a work on the reality of how to make every church more effective. If you only take away one thing from this book, let it be that the guiding principle for leading your church is that, "It's all about The Savior."

Real quick, this book covers all the aspects of strategic planning. It is one that I did not read from cover to cover because I found myself bored to tears in sections only because I already knew what Aubrey was talking about in that particular section so I had to pick and choose where I read in this book. I am giving it a 4 not because the amount that the whole book enriched my life, but because in the sections that did help me, I found it to be a great help. This book will cover all aspects of strategic planning. Be prepared to pick and choose what you read.

There is no ministry that can't learn from this book. Thinking strategically through what the author presents is vital to being a healthy church... But I will admit that I do not believe the whole book

applies to every ministry. Meaning, I think there are certain sections that some ministries will get a lot out of whereas other sections may be good for an entirely different ministry... All things considered, the whole book should be prayerfully read to see if our ministries are what God calls them to be.

This is a great resource. From reading this book I now see why so many churches operate in survival mode - lack of planning by church leaders. I checked several church websites to see how many churches do not know how to write a proper mission statement since this book teaches the proper way to write one. There are many! Congregations are being cheated and God's kingdom cheated by leaders who won't take the time to properly plan. This is an excellent resource.

I found the steps to planning exhaustive in a resource sapping way. If a church went to the level of details malphurs suggests most would tire of the tediousness before completing the process much less having a useable product.

Excellent

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