

A FREE TRAINING FOR CHURCH LEADERS

How to Set Ministry Goals That Actually Move the Mission

One simple framework that keeps your team aligned and moving.

alignify



YOUR HOST

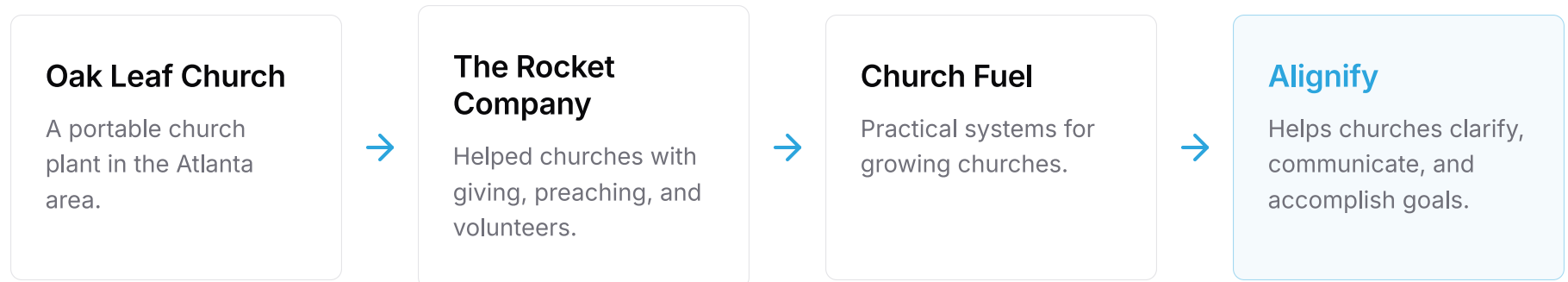
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Founder, Alignify

ALIGNIFY.COM



Twenty Years of Helping Churches Work Better



Where We're Headed

Part 1

Why Goals Keep Failing

Part 2

The Framework That Works

Part 3

Making It Stick



We Asked 300 Church Leaders

45%

don't have clear written goals

53%

say the systems they've tried
just don't work

39%

rarely talk about goals in any
meeting

→ If that sounds familiar, you're in the right place.



PART 1 OF 3

Why Goals Keep Failing

The Slow Fade

JANUARY

A planning retreat. Real energy. A written plan.



JUNE

**The week took over.
Nobody remembers.**

→ That's not a character failure. It's a system failure.



REASON 1 OF 4

Built for Boardrooms, Not Churches

WHERE THE FRAMEWORKS CAME FROM		WHERE YOU WORK
OKRs — Intel manufacturing	→	Weeks go haywire — funerals, hospital visits, crises
SMART goals — Fortune 500 consulting	→	Success is harder to measure than units shipped
Strategy teams, earnings pressure, HR departments	→	A team motivated by calling, not career



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"They did work for me in the business world, but not in the church world."

Ian Kirk · Co-Lead Pastor

REASON 2 OF 4

Wishes, Not Goals

"Improve our discipleship process."

Can't be tracked

Can't be owned

Can't tell you if you're winning

→ A wish points somewhere. A goal gets you there.



REASON 3 OF 4

Set in January, Never Reviewed

39%

of church leaders rarely or never discuss goals in any meeting.

→ You can't move toward something you never talk about.



REASON 4 OF 4

Nobody Owns Them

~~"We are going to..."~~

When someone says "we," ask "who?"

→ A goal with no owner is organizational decoration.



Four Reasons Goals Fail

01

Wrong framework

Built for boardrooms.

02

Unclear goals

Wishes, not goals.

03

No review rhythm

Set and forgotten.

04

No ownership

Everyone's goal is no one's.







Purpose



Mission

Goals and Plans



Tasks



PART 2 OF 3

The Framework That Works

Two Levels, One System

THE CHURCH

3 annual goals

Set at the start of the year. What a successful year looks like. The anchor.

EVERY PERSON

3 quarterly goals

Reset every 90 days. How the annual goals actually get done.

Every goal, at every level, has one owner.



Three Goals. Not Ten.

Three doesn't mean you only do three things. It means only three get your full organizational focus.

1

Full focus

2

Full focus

3

Full focus

Everything else

Maintenance — or
intentionally on hold.

” "Three clear goals, not 100." — Delano Stewart



CLARITY

The Formula

From X to Y by when and why.

From X

Your honest starting point.

To Y

A measurable destination. A number, not "improve."

By when

A real deadline. 90 days stays urgent.

Why

The mission connection that keeps people with it.



CLARITY

What It Looks Like in a Church

On Track

**From 85 active volunteers
to 120 by June 30**

Because we can't sustain our ministry load without expanding the volunteer base.



Owner · Volunteer Director

On Track

**From 3 months of operating
reserve to 6 by December 31**

Because financial stability lets us make mission-driven decisions, not reactive ones.



Owner · Executive Pastor



CLARITY

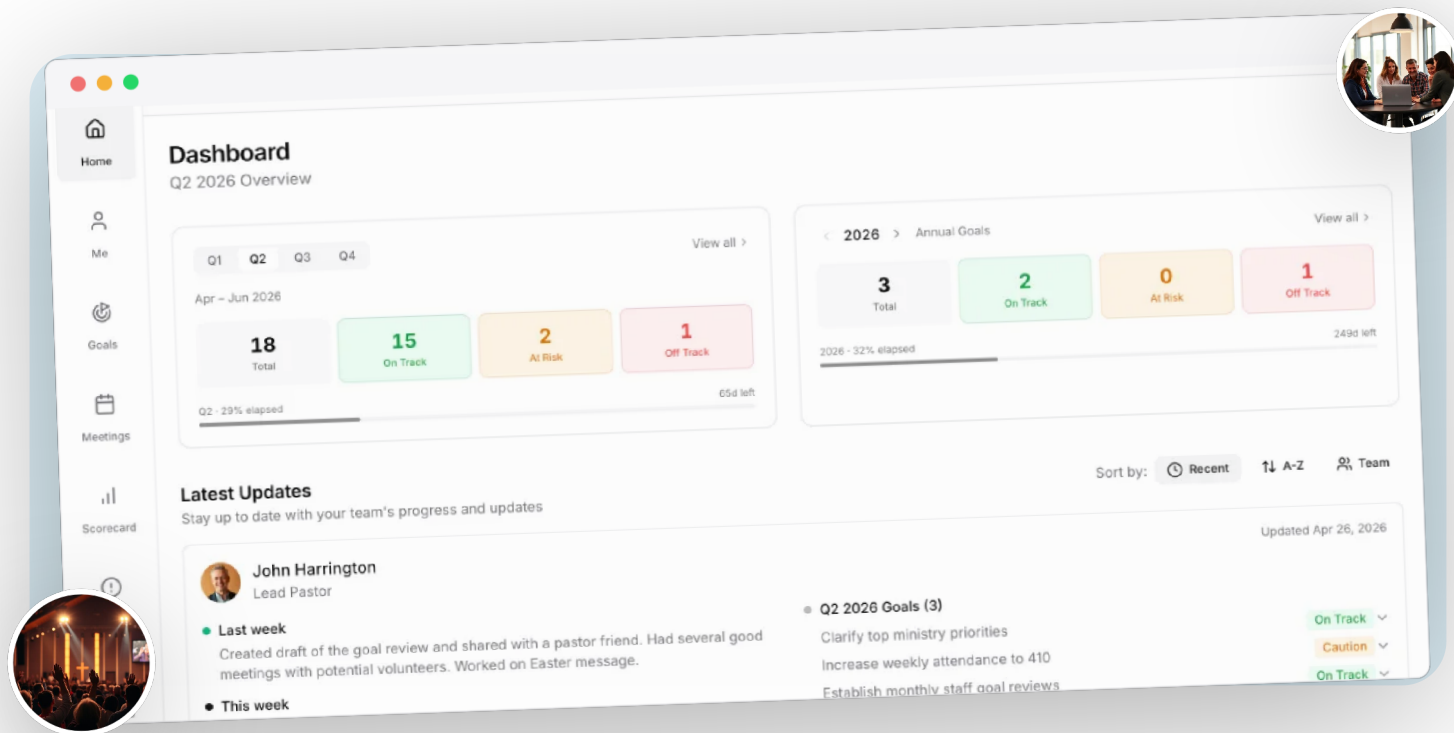
Where Goals Go Wrong

- ❌ **Activities instead of outcomes** — "launch a sermon series" is a plan, not a goal
- ❌ **Language you can't measure** — "strengthen our culture"
- ❌ **A group instead of a named person** — "the worship team" can't own a goal
- ❌ **No real deadline** — "someday" never arrives



CLARITY · IN ALIGNIFY

The Formula, Built In



ALIGNIFY.COM



Review Goals Every Week

60 seconds per goal owner

On track, at risk, or blocked — and what would fix it.

15–20 minutes total

Right at the start of your staff meeting.

Every week, no exceptions

The rhythm turns a goal from a document into a habit.

The screenshot shows a web application interface for a weekly check-in. At the top, it displays the user's name 'John Harrington' and 'Weekly Check-In'. Below this, there are two main sections: 'WEEKLY UPDATE' and 'Q1 2026 GOALS'. The 'WEEKLY UPDATE' section has two text input fields: 'Last Week' with the prompt 'What did you accomplish?' and 'This Week' with the prompt 'What's on your radar?'. The 'Q1 2026 GOALS' section lists three goals, each with a status indicator (On Track, Caution, or Off Track) and a corresponding icon (checkmark, warning triangle, or X). The goals are: 'Increase weekly attendance to 410' (On Track), 'Clarify top ministry priorities' (On Track), and 'Establish monthly staff goal reviews' (On Track). At the bottom of the form is a 'Submit Check-In' button. A small circular profile picture of John Harrington is visible in the bottom right corner of the interface.

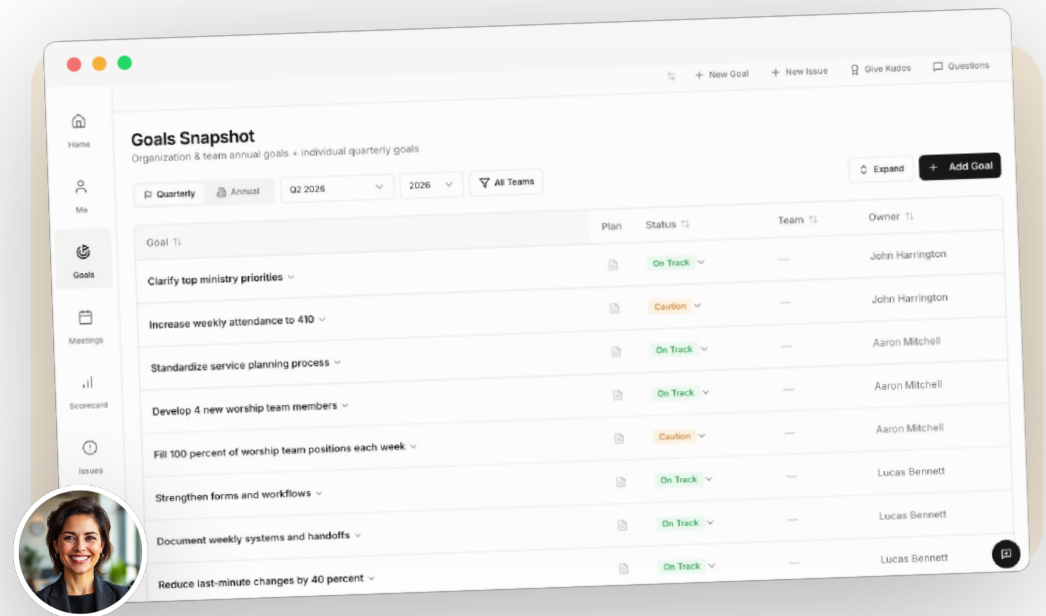
Goal	Status
Increase weekly attendance to 410	On Track
Clarify top ministry priorities	On Track
Establish monthly staff goal reviews	On Track



Goals Are Visible to Everyone

When goals are visible, people see how their work connects to the bigger picture.

Transparency creates accountability without confrontation — it's built into the system.



PART 3 OF 3

Making It Stick

You Could Run This Yourself

THE DIY VERSION

A spreadsheet

A shared doc

A whiteboard

Some teams do — and it works, at first.



WHAT ACTUALLY HAPPENS

- ⚠️ Reminders don't go out
- ⚠️ Check-ins don't get collected
- ⚠️ It's the first thing to slip in a busy week

→ That's exactly what Alignify was built to handle.



How Alignify Works

1

Set goals

Write them with the formula. Each gets one owner.

2

Check in weekly

A 60-second prompt: green, yellow, or red, with a note.

3

Walk in ready

Check-ins become meeting prep automatically.

4

See everything

Progress visible to the whole team, not buried in an inbox.

→ Alignment inside the rhythm your team already has.



Let Me Show You a Demo

alignify

GET STARTED

Get this running at your church

Three clear goals. A 60-second
weekly check-in. Visible to everyone.

alignify.com/church →

ALIGNIFY FOR CHURCHES

\$99/month

One flat rate for your whole church.

- ✓ Unlimited staff
- ✓ No per-seat fees
- ✓ Concierge onboarding