



UNITY SOUTH CENTRAL REGION

# Business Mastermind

Session Four

# Strategic Planning

“Strategy is about setting yourself apart from the competition. It’s not a matter of being better at what you do  
– it’s a matter of being different at what you do.”

–Michael Porter





# Things to know about Strategy

- It's about being unique - not the best
- You must make choices
- You have to ask the right questions in order to make choices
- Measurement is a must

## **Define your audience**

**Instead of deciding what you want to deliver, ask what your target audience wants and needs.**

**Create a measurable plan of action to give your target audience what they want.**

**Unity South Central Region**

## Unity Southcentral Region

- **Where do we compete**
- **Theology**
- **Location**

## **2. What's Unique About Us?**

- How we talk about the bible**
- That we are American born**
- Our relationship to women**

### **3. What Resources do we have?**

- **Minister**
- **Music**
- **Community**
- **Money**
- **Property**

**4. Is what we're doing  
sustainable?**

**For 7 years?**



# Biggest mistake

Creating a strategy  
without  
asking what  
people want.





# Tactics

How do we accomplish our strategy? ?With tactics.

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Measurable steps

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Predictable outcomes

