

## Activity Analysis Strategy Tool

A strategy answers how and when you are going to commit resources to achieve an objective. It is your game plan. Here's an example.

### Communication Strategy

**Inform:** Show a weekly video that promotes available bible studies, small groups, and connection events.

**Persuade:** Create an eNews letter with success stories to encourage people to read God's Word, participate in ministry, and connect with one another.

**Remind:**

- In the newsletter, include reminder boxes for bible studies, ministry opportunities, and connection events.
- Publish a calendar each month to remind people of events.

Strategy setting is a good time to do some analysis to determine where to use the limited resources that you have. For instance, if you have 15 current activities and have determined that your available resources can only support 10 of them, analyze them with a tool such as the Activity Analysis Strategy Tool.

## Activity Analysis Strategy Tool

<b>STARS</b> Current performance = high Long-term potential = high 🌟	<b>CASH COWS</b> Current performance = high. Long-term potential = low. ↓
<b>PROBLEM CHILDREN</b> Current performance = low Long-term potential = high ↑	<b>SLUGS</b> Current performance = low Long-term performance = low ✂️

Evaluate each activity for its current performance and its potential. Based on your assessment, place each activity in one of the four boxes on the matrix.

Once all activities are placed on the matrix, develop strategies to:

- Polish the STARS to get the most out of them.
- Milk the CASH COWS to take advantage of current performance while establishing a retirement plan for them before they begin to drain resources. Beware, cash cows eventually become slugs.
- Solve issues with the PROBLEM CHILDREN to find ways to tap into their potential. Help them become stars.
- Squash the SLUG activities. They are not a good use of your resources.