



Introduction

The purpose of this document is to propose a framework to be used when considering *international expansion opportunities*.

Over the last several years we have been hearing the increase in God's Mandate regarding His Kingdom message and leaders from nations around the world are asking for our help to both interpret and to apply the message of God's Kingdom in every sphere of life.

To ensure success GoStrategic must review each of these opportunities in terms of alignment with Gods will and purpose whilst recognizing and working within our limits and boundaries.

Background

Strategic Christian Services (DBA GoStrategic) is a not for profit ministry, founded in 1979 as a culturally-impacting ministry designed to educate, equip and unify God's people as they engage in the discipling of nations. The mission of GoStrategic is to transform communities and nations through the wise application of biblical principles which produce personal responsibility, strategic unity, and sustainable prosperity. We provide networking and referral services, numerous educational products, and our correspondence schools for training in worldview and business.

GoStrategic's **vision** is to effect personal and systemic transformation in the institutions of the family, the church, the marketplace and the governments of the nations. Since it is only transformed individuals who can bring transformation to institutions, this systemic change will be accomplished by training individuals in the principles of Biblical transformation, Christian worldview and strategic living. In simple terms, GoStrategic's vision is *practical discipleship*.

Our **mission** is to attract, identify, train and deploy humble and skilled servant-leaders who live a Kingdom-centered personal and family life and out of that foundation, bring transformation to their spheres of influence. Following a season of preparation during which their hearts and skills are seasoned and proven, these trained leaders will be available to serve in many capacities, for example: as facilitators and mentors, conference speakers, business transformation consultants, and nation-building teams. The ongoing fruit should be a holistic disciple who uses their training, knowledge and skill sets from our schools to change the communities in which they live.

Our **strategy** is to reach the masses through strategic leadership development and through strategic partnerships with other proven leaders and ministries.

Our **product** is Biblical Worldview, applied in practical spheres.

We do this through our schools, products, events and networking. All regions/affiliates will have all 4 of these attributes to varying degrees.

International Expansion

As the GoStrategic Ministry continues to expand there are numerous opportunities both existing and new to enter different countries and geographical regions.

This expansion requires an investment in leadership, administration and financial resources and therefore decisions to enter or expand in new regions needs careful consideration and planning.

The following are key attributes that determine our investment in a region (will be at least one but not necessarily all):

1. Key relationships we are called to as determined by GS leaders who have personal relationship with them (vetted). This includes discerning and confirming a commonality of mission. That they are in the spirit, carrying the same message(DNA).
2. Critical mass of graduates/facilitators on site/in area; and/or Facilitators/school from other region willing/available to facilitate long distance start up group for expansion.
3. A graduate willing to take primary leadership
4. Partnering organizations in the region

3 Phases for International Expansion

There are 3 key Phases in International Expansion

Exploration – during this phase a key leader from GoStrategic is discerning the nature of the opportunity, the local leadership and to determine when/how much to invest. Typically from first contact to agreement this phase can take 2-3years, however some opportunities will not progress past this phase. Translation of key materials also initiated at this point if necessary.

Launch – once the decision to expand in a region is made the next key phase is training of the local leadership team and the ongoing work of translating materials. Contractual agreements created and maintained using GS protocol. This will require the support of experienced facilitators from other regions and support and administration from the US GoStrategic Office and the Director of International Schools. Typically this phase will take 4-5 Years

Sustaining - once the initial training phase is complete and there is a clear momentum in the region there is a phase of establishment of local administration and infrastructure.

The ultimate goal is to establish a local organization that is self-sufficient and which operates systematically in accordance with the methodology of GoStrategic yet, is tailored to the local needs and culture.

Phase	Key activities	Resource Requirements	Governance
Exploration	<i>Strategic Alignment accessed Key relationships identified Initial translations</i>	<i>Key GS Leader visit Travel & Expenses</i>	<i>Annual Plan – Board Approved</i>
Launch	<i>Launch schools Train regional leaders (future facilitators) Ongoing Translation</i>	<i>Administration support from USA Facilitators from other region Travel & Expenses for Annual Visit – Quality</i>	<i>Regional Ministry Plan Developed - Board Approved Contractual Agreements</i>
Sustaining	<i>Execution and administration of the schools is managed locally Establish local office</i>	<i>Local Office administration Employee & Office Costs Travel & Expense – Annual Visit – Quality & Operations</i>	<i>Regional Infrastructure Plan GoStrategic Board Local Regional Board</i>

Regional Ministry Plan – Training Phase

Once the exploration phase has been completed a detailed Ministry Plan is to be developed and submitted for the GoStrategic Board for approval.

These individual ministry plans should address the leadership, administration and financial resources required. These plans should include;

- Background and Context
- Nomination of support structure – leaders and facilitators
- Clear Objectives
- Financial requirements – travel and expenses
- Measures of Success

Regional Infrastructure Plan – Sustaining Phase

Depending on the momentum and geographical location, the next phase may be to establish local infrastructure / office. A regional infrastructure plan should be developed for GoStrategic Board approval.

This plan should include;

- Office and administration requirements
- GS Contracts & Agreements
- Regional plans for funding
- Regional plans for major functions – Transforum etc.
- Annual calendar
- Regional Leadership / board
- Support requirements / expectations from the GoStrategic Office (US) and Leadership

Organization - Management & Accountability

Throughout the Training and sustaining phase it is critical to maintain clarity on Management and Accountability structures – the following is an outline of the key roles that must be established. Personal structure may vary slightly within a region but should primarily include:

Key Leader- Alumni willing to take primary responsibility for the particular region. This responsibility includes: key decision-making, managing staff/volunteers, financial management, accountability to the International board, etc.

Administrator- Person responsible for administration of the schools (and possibly events/product sales), supporting the key leader, and other administrative tasks for the office. Accountable to key leader in region.

Facilitator Management- Alumni who manages/holds accountable the facilitators in the region and helps determine facilitator/student assignments.

All regional affiliate key leaders will also be part of a subcommittee of their own, which is accountable to the GS Intl board and will provide insight and suggestions to the board for their regions.

Ongoing management will be at the responsibility of the both the GS Intl Board, the Intl Subcommittee and the designated GS Intl staff member responsible for Intl growth (currently DOO Katherine & Bruce).

Ministry plans will be reviewed/updated on an annual basis.

Appendix – Back-up

Existing assets available internationally at minimal/no cost:

1. Salesforce
2. Learning Management System
3. Constant Contact

Services provided- *schools materials/distributions, events, networking & referrals*

What we will provide in each region based on individual ministry plan (may differ).

Market Analysis-

Our products are unparalleled in content and delivery style due to the unique anointing on Dennis. Based on our research there are very few preachers/teachers who address many of the topics we do. However, in the areas of worldview, communication, faith, and marketplace ministry there are numerous authors/speakers that address such issues, from their different teaching/preaching style.

Individual regions will vary with their access to teaching and their hunger for truth. Ministry plans will be customized to reflect this.

Forecast & Projected Profit/Loss-

These will vary based on region and will be included in individualized ministry plan. Forecasting will be based on estimated profit balanced with projected costs including both initial startup, and long-term investment/underwriting.

Milestones/KPI's should include (but not limited to):

1. Student Enrollment
2. Product Sales
3. Event Numbers
4. Ongoing involvement/recruitment by alumni