

02 Connecting Factor - What are the three most important connecting factors: problems, values, needs or interests? - Which interest-based activities align with our ministry's values and people's interests? - Which existing relationships or networks can help us connect?	05 Key Activities - Which activities are required to connect with and serve people effectively? - Which activities sustain this work over time: worship, communication, events or training?	03 Missional Identity - What really is the good news in our context? - How does our church reflect God's mission in the world? - What aspects of our ministry are particularly compelling to people in this context?	04 Relationships - What type of relationship do people expect from us: community, co-creation, accountability, self-service or another form? - How can our relational offerings be accessible and welcoming to people new to faith?	01 Target Audience - Who is our most important target audience? Which sub-groups exist? - What role do faith and spirituality play in their lives? - What alternatives do people already use for the needs, values and interests that connect us?
	07 Resources What do we need: finances, volunteers, staff, partnerships, equipment, technology, materials and space?		06 Channels - Where and how will we meet the people we are called to serve? - Which relationships already exist, and which need to be established with people, the city and partner organizations?	
08 Budget What are the costs: rent, salaries, utilities, communication, technology and materials?		09 Assessing Missional Effectiveness - How will we cultivate prayerful discernment and openness to the Holy Spirit as we assess our church's missional effectiveness? - Which SMART criteria align with our God-given mission and help us understand impact and areas for growth?		

02 Connecting Factor - Where do our calling and people's lived needs meet? - Which local strengths, interests and trusted relationships can we build on? - What support already exists, and where should we partner?	05 Key Activities - Which services, advocacy or community practices make our missional identity tangible? - What must we sustain, change, partner on or stop?	03 Missional Identity - What really is the good news in our context? - How does our work participate in God's mission through the hope of Jesus Christ, service, justice and reconciliation? - How will this take a concrete form that people recognize as good—not merely our intention?	04 Relationships - How will people shape the work, exercise agency and hold us accountable? - What support can someone receive without joining, donating, or participating in religious activity? - How do we build trust across differences of belief and power?	01 Target Audience - Whom are we called to serve, and who is affected by our work? - How do people describe their own hopes, needs, faith and context? - Who is absent from our current understanding?
	07 Resources - Which people, skills, partnerships, safeguarding, space and technology does the work require? - What strengths do the communities we serve bring, and how will their contribution be recognized?		06 Channels - Where do people already seek help or gather? - How will trusted partners, physical presence and digital access work together? - Which barriers must we remove?	
08 Budget - What does this work cost, and how will grants, gifts or earned income sustain it? - What conditions do funders attach, and could they distort our mission? - How will we account transparently for resources and protect access to help?		09 Assessing Missional Effectiveness - What do prayer, Scripture and the people we serve reveal about our faithfulness? - What evidence of improved lives and unintended harm will we examine alongside financial sustainability? - Who can challenge our interpretation, and what would lead us to change or stop?		

02 Connecting Factor - Which real needs, hopes or shared concerns connect our calling to this work? - What do people already do, and what would serve them better? - Which relationships and capabilities give us a responsible place to contribute?	05 Key Activities - What must we design, make, deliver and maintain to embody this calling? - How will sourcing, employment and the product's use express the same commitments? - Which profitable activities would we refuse or stop?	03 Missional Identity - What really is the good news in our context? - How does our vocation participate in God's mission through the hope of Jesus Christ and the goods of honest work, justice, service and reconciliation? - What does that calling require of our product, employment and ownership decisions? A commercial offer cannot stand in for the gospel.	04 Relationships - What should customers, employees and partners be able to expect from us? - How will we protect freedom, privacy, fair treatment and honest relationships across beliefs? - How can people question, decline or leave without pressure or penalty disguised as spiritual obligation?	01 Target Audience - Who uses, pays for, produces and is affected by our product or service? - What are their lived needs and contexts, including employees, suppliers and neighbors? - Who bears costs without being represented in purchasing decisions?
	07 Resources - Which people, skills, capital, partnerships, materials and technology are entrusted to us? - How will ownership, governance and incentives protect the mission as we grow?		06 Channels - Where and how will people encounter, obtain and receive support for our work? - How will sales and marketing tell the truth without exploiting vulnerability? - Which distribution partners reinforce or undermine our commitments?	
08 Budget - What costs, wages, prices and revenue model can sustain useful work fairly? - Who carries financial risk and receives the value created? - Which revenue opportunities conflict with our calling, and how will we fund the cost of refusing them?		09 Assessing Missional Effectiveness - What does faithful participation in God's mission look like here, alongside a sustainable business? - What evidence will we examine about usefulness, work, justice, relationships and unintended harm—not only growth or profit? - How will prayerful discernment, independent challenge and changed context inform what we continue, revise or end?		