

Achieving Our Shared Vision *Together*

2008 - 2012 Strategic Plan Summary

The Association's strategic plan was initially created in the fall of 2007 and updated in late 2008 to actualize our vision and mission and to support our Association in focusing our energies on the most important priorities identified by leaders in our ministries: leadership development, organizational/ministry development, education, ministry employment, and presence/public relations with our constituents and the world. See www.unity.org/plan for a full update on our plan.

Our Vision:

Centered in God, we co-create a world that works for all.

Our Mission:

We create and support vibrant, diverse spiritual leaders and communities that foster transformation and inspire people to make a positive difference in our world.

Our vision of success is represented by our three intentions and achieved through our objectives and goals:

Strategic Intention 1: We are the fastest-growing transformational spiritual movement in the world.

Objective 1: Thriving ministries

Goal: To create greater vitality within the entire Unity movement, we complete a pilot program wherein 100% of pilot group are thriving model ministries by December 31, 2012.

Objective 2: Enlightened leaders (credentialed and lay leaders) who are mission-focused and who develop other leaders and support people in fulfilling their spiritual potential

Goal: To begin the cultural shift to community-centric model of ministry, 25 ministers, their entire boards, and Licensed Unity Teachers complete a transformational leadership development program by December 31, 2012.

Objective 3: Visionary spiritual education, development and support for people of all ages

Goal: To cultivate the spiritual development of young adults, we establish 100+ new young adult ministries (Next Gen. Unity & Campus Outreach) by September 30, 2012.

Objective 4: Thriving new ministries

Goal: To demonstrate a new paradigm for church/center creation, we pioneer seven (7) new program-size churches/centers by September 30, 2015.

Strategic Intention 2: To bring forth "a new heaven and a new earth," we work closely with leaders around the world in co-creating a world that works for all.

Objective 1: Modeling an enlightened organizational paradigm between and among all levels of our Association Home office / National/ Regional / Ministries

Goal: To actualize the mission and vision of our Association, the Home Office demonstrates the Holacracy organizational paradigm by June 30, 2009.

Objective 2: Collaborative partnerships to carry out shared strategic objectives and goals

Goal: To fulfill our shared vision, we co-create a model partnership with Unity School that includes a new common culture from which we develop collaborative projects that benefit the Unity movement by December 31, 2009.

Objective 3: People and ministries fulfilling our shared vision of co-creating a world that works for all

Goal: In order to shine a light on the Unity movement and what we stand for, 250 Unity ministries are committed to and actively involved in Spiritual Social Action in the areas of world peace and compassionate humanitarian action by December 31, 2011.

Goal: In order to co-create a world that works for all, 75% of all Unity ministries will be committed to and actively engaged in sustainable living practices (EarthCare) by December 31, 2011.

Objective 4: A worldwide Unity movement, united by a common vision to co-create a world that works for all

Goal: To support the growth of the Unity movement, we implement a sister church program to network Unity ministries worldwide by December 31, 2009.

Strategic Intention 3: We are a catalyst for unifying New Thought

Objective 1: Strategic alliances for fulfilling a common vision (e.g., Religious Science)

Goal: This goal and action plan will be developed in the future as opportunities arise.

For more information, see www.unity.org/plan



We serve enlightened leaders and thriving ministries transforming the world.