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Synergy as Strategy

And this gospel of the kingdom will be preached in all the world as a witness to all the nations and then the end will come [Matthew 24:14].



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22 million
church members

8 billion
world population

1:364



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Every year the world population grows by approximately **72 million** and our church membership by **1 million**



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"DIVERSE 8+"
HIGH STRATEGIC NEED
22.6% OF SDAs
78.9% OF HUMANITY

"BIG 6"
LOW STRATEGIC NEED
77.4% OF SDAs
21.1% OF HUMANITY

- North American (NAD)
- Inter-American (IAD)
- South American (SAD)

- Trans-European (TED)
- Inter-European (EUD)
- Middle East & North Africa (MENA)
- Israel Field (IF)
- West-Central Africa (WAD)
- East-Central Africa (ECD)
- Southern-Africa & Indian Ocean (SID)

- Euro-Asia (ESD)
- Northern Asia-Pacific (NSD)
- Southern Asia-Pacific (SSD)
- Southern Asia (SUD)
- South Pacific (SPD)

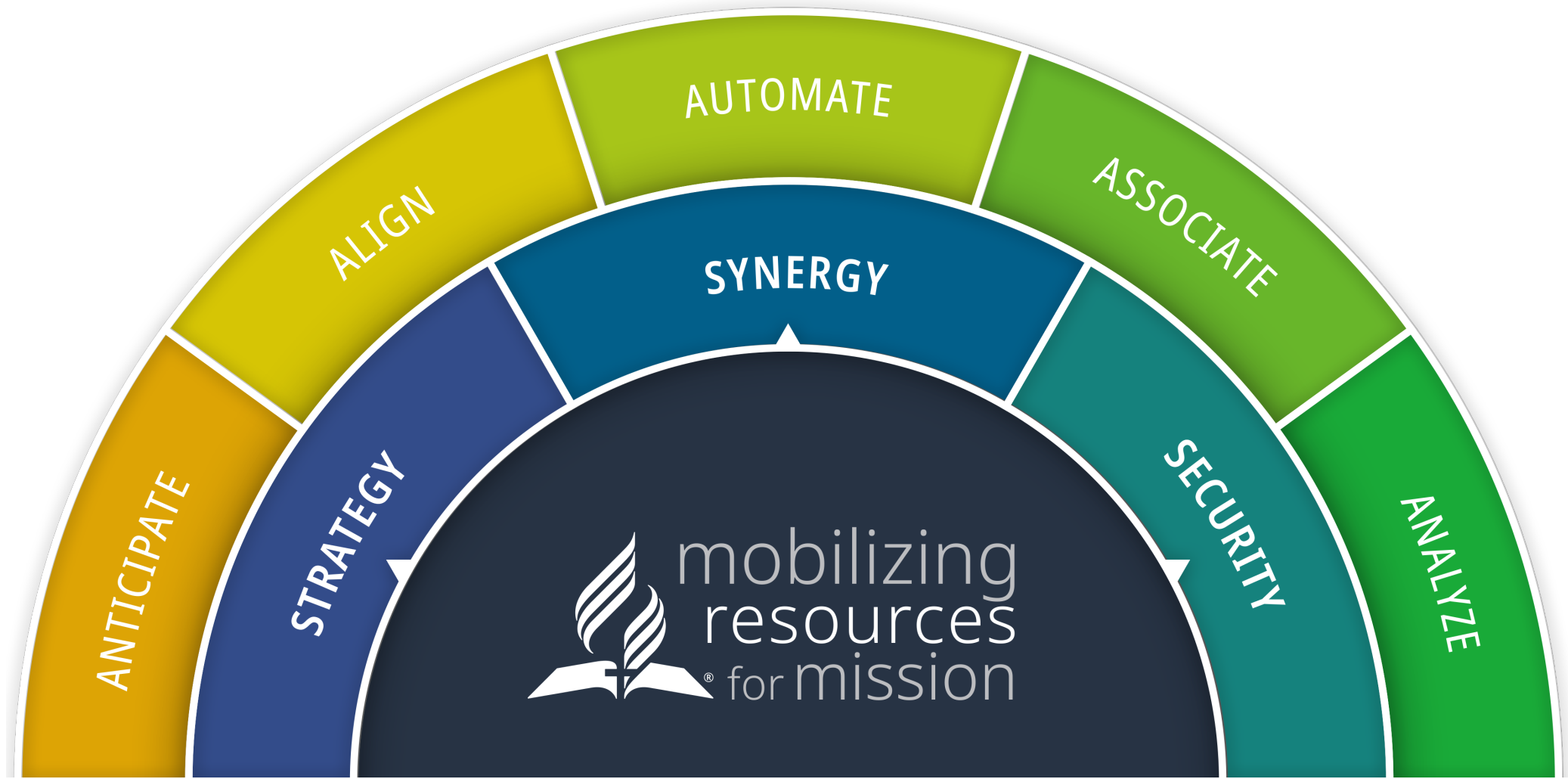


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syn·er·gy
/'sinərjē/

noun

the interaction or cooperation of two or more organizations, substances, or other agents to produce a combined effect greater than the sum of their separate effects.

Oxford Dictionary



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Synergy is a strategy where individuals or entities combine their efforts and resources to accomplish more collectively than they could individually. It eventually results in increased productivity, efficacy, and performance.

wallstreetmojo.com



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Two can accomplish more than
twice as much as one, for the results
can be much better.

Ecclesiastes 4:9 – The Living Bible



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Mathematical Formula for Synergy

$$1 + 1 > 2$$



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If you want
to go **FAST**, go
ALONE



If you want
to go **FAR**, go
TOGETHER



- African Proverb -



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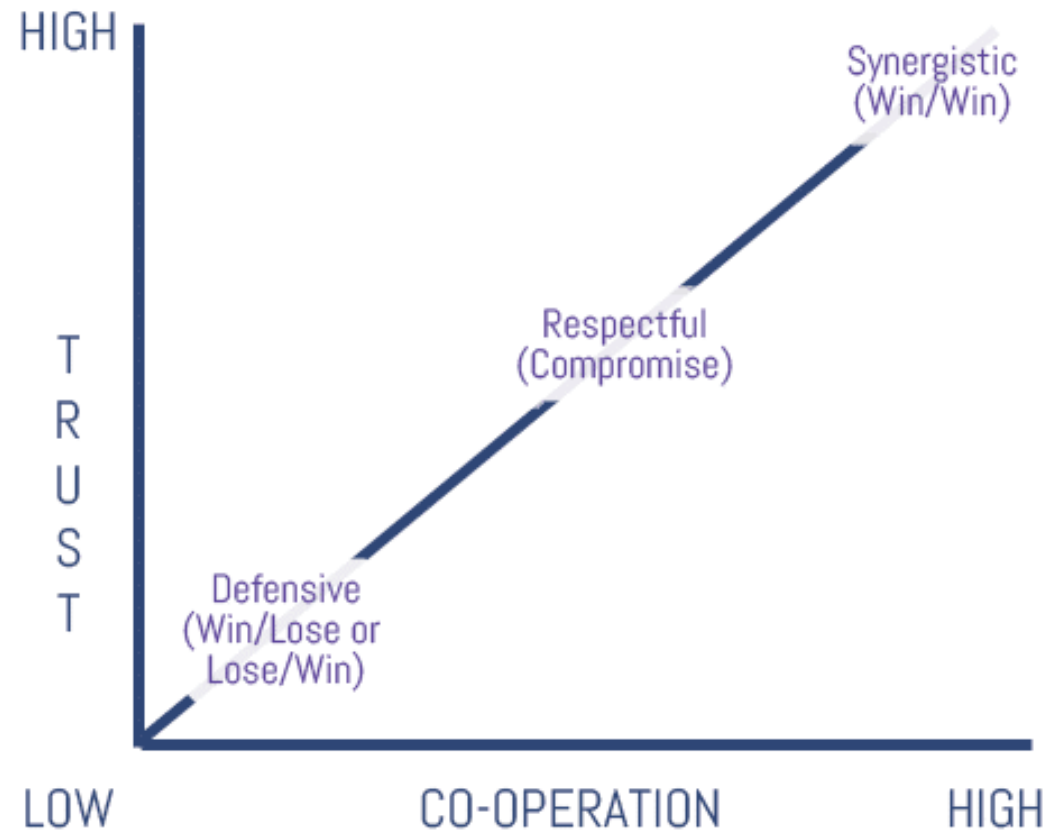
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“

Synergy is better than
my way or **your** way.
It's **our** way.

— Stephen Covey



Synergistic Communication
7 Habits of Highly Effective People: Stephen Covey



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2,000 pounds



24,000 pounds



4,000 pounds



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The Seventh-day Adventist Church must employ synergy as a strategic tool to reduce cost, eliminate redundant processes, and avoid duplication of effort. This will result in a greater utilization of resources for mission and realize a greater impact by doing more together.



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Seventh-day
Adventist[®] Church



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Greatest Barrier to Mission?



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Impact of mission is undermined by the tendency for church entities to **compete rather than cooperate**

Involvement in mission based on our **own strength**



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Media Synergy



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Our Mediums are Many



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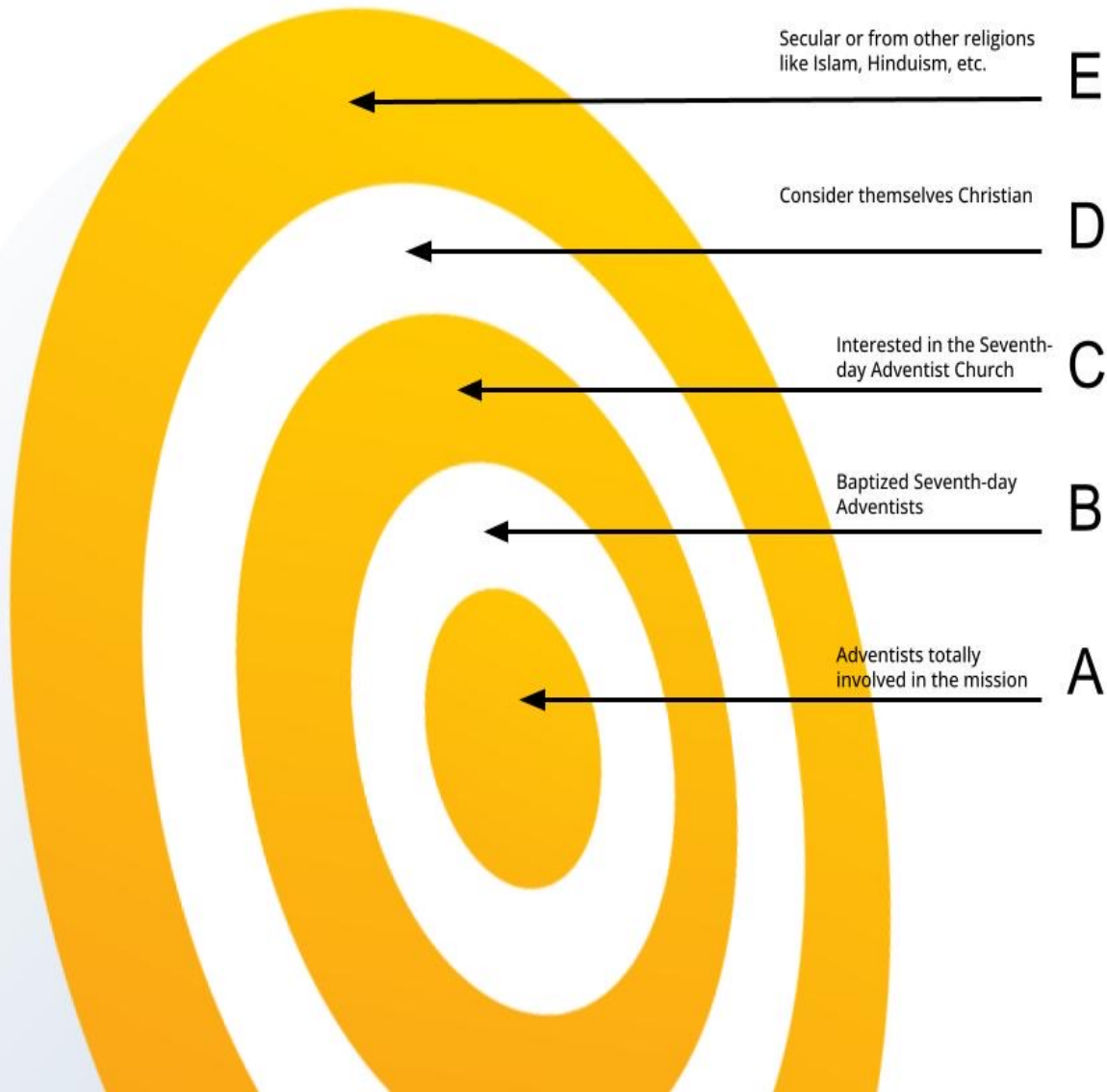
- How can we reduce/eliminate duplication of effort arising from all our media brands now operating in this new media space?
- How can we build strategic partnerships between our media brands to synergize our common message?
- How can we create an ecosystem for our media brands that supports the journey from contact to conversion; and from decision to disciple?
- How can traditional and new media be effectively and efficiently blended to achieve positive and measurable outcomes?



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Brand
Positioning



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Enterprise Digital Strategy



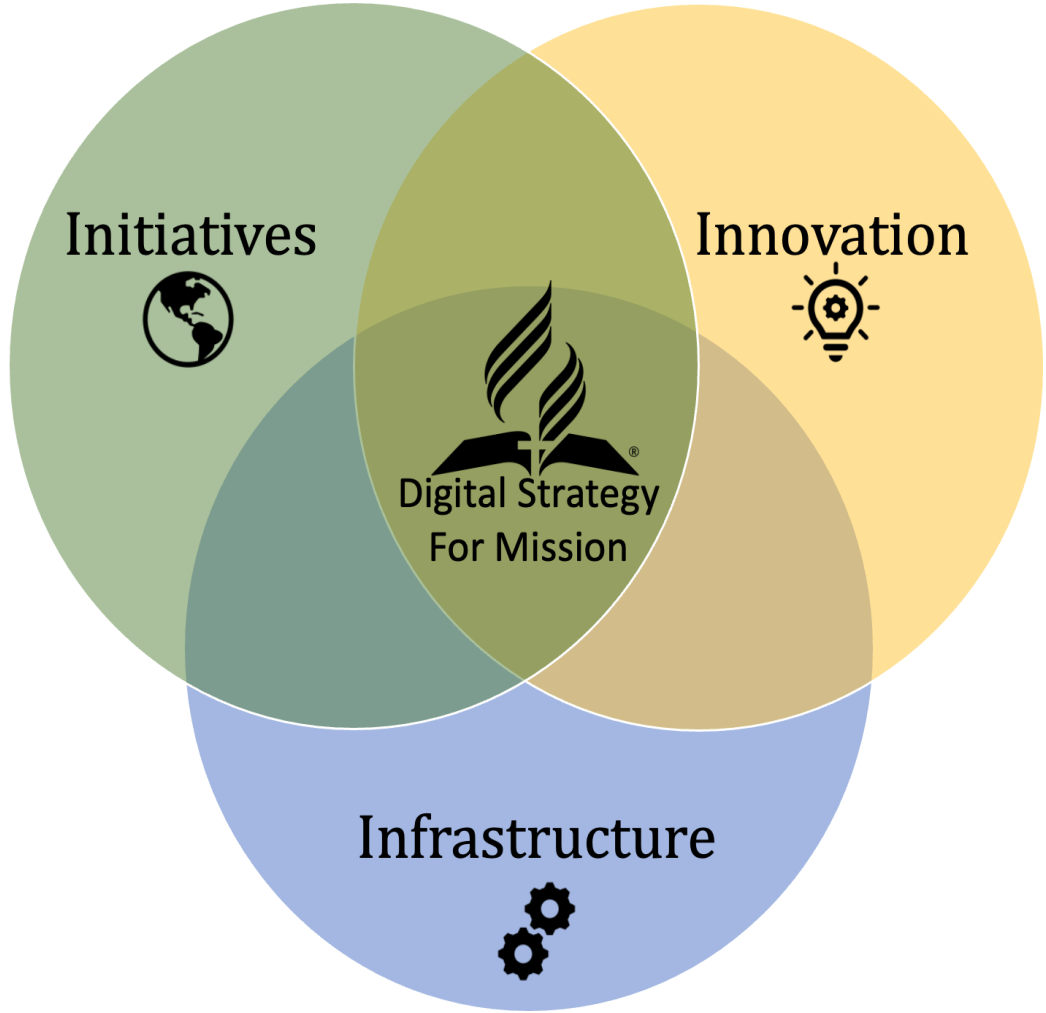
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**Digital
Strategy
Model**



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South American Division



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Novo Tempo

UNASP

CENTRO UNIVERSITÁRIO ADVENTISTA
DE SÃO PAULO

SuperbGM®



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The Lord desires to see the work of proclaiming the third angel's message carried forward with increasing efficiency. As He has worked in all ages to give victories to His people, so in this age He longs to carry to a triumphant fulfillment His purposes for His church. He bids His believing saints to **advance unitedly**, going from strength to strength, from faith to increased assurance and confidence in the truth and righteousness of His cause.

[Testimonies for the Church, Volume 9, p.9]



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The secret of our success in the work of God will be found in the **harmonious working** of our people. There must be **concentrated in action**. Every member [etc.] of the body of Christ must act his part in the cause of God, according to the ability that God has given him. We must **press together** against obstructions and difficulties, shoulder to shoulder, heart to heart.

[Review and Herald, December 2, 1890]



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If Christians were to **act in concert**, moving forward as one, under the direction of one Power, for the accomplishment of one purpose, they would move the world.

[Testimonies for the Church, Volume 9, p. 221]



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The work of God's people may and will be varied, but one Spirit is the mover in it all. All the work done for the Master is to be connected with the great whole. The workers are **to labor together in concert**, each one controlled by divine power, putting forth **undivided effort** to draw those around them to Christ. (continued)



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All must move like parts of a well-adjusted machinery, **each part dependent on the other part**, yet standing distinct in action. And each one is to take the place assigned him and do the work appointed him. God calls upon the members of His church to receive the Holy Spirit, to come together in unity and brotherly sympathy, to **bind their interests together** in love.

[Signs of the Times, February 7, 1900]



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Mission Formula for Synergy

$$(1 + 1)^{HS} = \infty$$



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Change Mindset from..!

- Me to We
- Can't to Can
- Preference to Partnership
- Equal to Exponential
- Silo to Synergy



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p h d 
PAUL H. DOUGLAS
Treasurer, General Conference
of Seventh-day Adventists



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