

STRATEGIC DIRECTION

OUR VISION

Across the globe, cultures, and generations Moody will equip people with the truth of God's Word using new technology in an agile and innovative community.

SIX KEY DIRECTIVES

1

Across the globe

We will create partnerships to expand the impact of Moody's ministries around the world.

Equip students for global effectiveness

Establish global partnerships that assist national believers in their ministry and enable Moody to strategically shape its ministries

Establish self-sustaining publishing teams on every continent by 2020

2

Across cultures

We will develop initiatives designed to penetrate a multi-cultural, urban society.

Establish a student urban residential cohort program

Reach new urban audiences with our radio ministry

Extend the reach of Moody Publishers to audiences of various ethnicities

3

Across generations

We will deliver biblical content in a way that is generationally relevant.

Model educationally and technologically relevant methods in our classrooms

Deliver quality, relevant content in the way radio listeners prefer it

Develop a publishing team to focus on Millennial readers

4

Using new technology

We will leverage emerging technology to accelerate the spread of God's Word.

Offer Moody education and radio resources across mobile and web platforms

Connect Moody resources to users through social media

Train teams and nationals in new publishing technology

5

In an agile community

We will develop greater organizational agility so we can respond well to new opportunities.

Create an environment for increased collaboration in publishing and radio through the use of a Global Media Center

Develop new processes to encourage and manage continual change throughout Moody

Exercise skillful management of strategic resources

6

In an innovative community

We will cultivate a culture of innovation to discover new ways to accomplish our mission.

Cultivate a culture of innovation throughout Moody by practicing continuous strategic thinking

Allocate resources to implement quality innovative ideas