



# Depth Perception™

Commentary from Design For Ministry™

Los Angeles - Milwaukee - Philadelphia

## Return on investment

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Does the phrase "return on investment" ever appear in the board room of your congregation or ministry organization? If so, do those sitting around the table share a definition of the phrase in common?

- Some (perhaps a majority of persons) think ROI is determined through the number of reduced expenditures.
- Others think of a short-term boost in income during the fiscal year.
- Still others think of intangible benefits such as increased goodwill inside or outside the organization. Time frames or economic amounts do not count for much with them.
- Others are thinking of long-term benefits in specific dollar amounts.
- And perhaps the rarest of all persons think of long-term benefits that are systemic.

That is, they combine concern for monetary return, improved infrastructure, reduced cost and increased goodwill.

Development of a shared definition of ROI within a leadership group will not only make decision making processes more efficient, it also prevents misaligned expectations of success.

Of course, Design For Ministry™ would recommend the long-term and systemic point of view as the best measure of a return on investment.

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— mark l. vincent