

YourOneDegree™



**STRATEGIC MINISTRY
OVERVIEW**



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1.0 MINISTRY OVERVIEW

Your One Degree™ (YOD) is a personalized, coach driven series of exercises helping Christian men and couples discover and steward their unique DESIGN for God's Kingdom. It is a deeply spiritual process of facing down one's fears, dealing with one's motives, growing in the knowledge of God's ways and fully trusting Him to live a life of freedom, significance and purpose wholeheartedly for Jesus Christ. YOD is not a counseling ministry, a secular approach to self-improvement, a career placement tool or a quick fix to a better marriage. It requires honest and open self-reflection, a teachable spirit and a willingness to follow-through on assignments.

2.0 SCRIPTURAL FOUNDATION

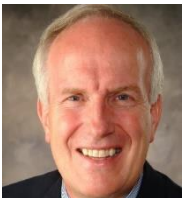
EPHESIANS 2:10

For we are God's workmanship, created in Christ Jesus to do good works, which God prepared in advance for us to do.

PSALM 139:1-4, 13-16

You have searched me, Lord, and You know me. You know when I sit and when I rise; You perceive my thoughts from afar. You discern my going out and my lying down; You are familiar with all my ways. For You created my inmost being; You knit me together in my mother's womb. I praise You because I am fearfully and wonderfully made; Your works are wonderful; I know that full well. My frame was not hidden from You when I was made in the secret place, when I was woven together in the depths of the earth. Your eyes saw my unformed body; all the days ordained for me were written in Your book before one of them came to be.

3.0 MINISTRY BACKGROUND



Dave Jewitt has always had a heart for spiritually discipling and investing in the lives of other men. In 2004, at the encouragement of a close and trusted network of friends, he stepped out in faith and fully devoted himself to starting the ministry of Your One Degree™. Since its inception, thousands of men and women from all over the world have been coached and mentored, experiencing significant life transformation as a result of identifying their God given DESIGN. Thus, hundreds of families, churches, businesses and ministries have been strengthened and are experiencing increased focus, renewed energy and a passion to live wholeheartedly for Jesus Christ. To date, our primary focus of personalized one-on-one coaching has almost exclusively been with men. In the upcoming years, we plan on growing and strengthening our coaching and ministry focus to reach more men, couples, corporate executives, pastors, young people and key missional leaders both in the U.S. and Internationally.

MINISTRY MILESTONES

- Launched YOD ministry at Summit Club in September 2004
- Held first Coaches Training in 2006
- First annual YOD conference at Southern Hills Country Club in Fall 2006
- Coached executive leaders of the Navigators in 2008
- Coached executive leaders at Focus on the Family in 2008
- International coaching opportunities open in 2010

- Website created and launched in June 2011
- YOD Associates, Inc. established as a 501c3 non-profit corporation in May 2012
- YOD Discovery Workbook published and released in 2013
- YOD Book published and released in 2014
- Coached executive leaders at Compassion International in January 2014
- Coached leaders of Compassion International Africa in February 2014
- Coached leaders of Compassion International Asia in May 2014
- Coached leaders of Church-plant in Egypt in November 2014
- Since 2004 over 2600 people coached in 42 states and 26 countries
- Executive Director hired 2015
- Began development of web app and digital inter-active workbook in 2016
- Began development of the YOD Coaches Institute in 2016
- Initiated YOD Couples ministry with two retreats and 16 couples in 2016
- Initiated Phase I of 3 with Compassion International Africa in 2016
- Conducted workshops at Greater Europe Mission's annual conference in Cologne, Germany, involving 150 missionaries from 20 European countries in 2016



As Executive Director of Your One Degree™, Mike McNamee is committed to serving alongside Dave Jewitt, providing strong executive leadership and implementing key ministry initiatives while casting a forward-facing vision at God's direction for YOD around the world. Mike spent 18 years working in corporate management and 12 years serving in ministry with the Navigators as General Manager of the Glen Eyrie Conference Center in Colorado Springs prior to joining YOD in June of 2015.

4.0 STATEMENT OF FAITH

We at Your One Degree™ are committed to living out our God-given purpose, proclaiming the Gospel and introducing people everywhere to Jesus Christ, helping them grow in their faith.

GENERAL PURPOSE, THE BIGGER STORY

We believe God's story is framed by His Kingdom and the focal point of His story is Jesus Christ. In this story, God executes His plan for the ages when He creates a perfect place, a garden, and places in the garden a man and a woman, made in His image to tend the garden, to walk with God so that they can enjoy Him and so that He can enjoy them. They exist in bliss and intimacy as His highest and most wonderful creation. They live in His presence, under His wonderful and kind rule, enjoying the work He gave them to tend the garden and enjoying the relationship He blesses them with.

THE GREATEST TRAGEDY OF ALL TIME

Man and woman violate God's rule! They break loyalty to Holy God and in so doing they are no longer allowed in His presence. God mourns. Man and woman are filled with shame, new toilsome labor, painful child birth, competition with each other, and an inner conflict and confusion. This violation of God's rule is called sin, a condition that all the offspring of man and woman are cursed with. God and man long to be reunited but the penalty of sin is spiritual death and separation. Man and woman are lost, fearful, doomed to death, and long for a way to overcome sin, but there is none to be found.

THE GREATEST RESCUE OF ALL TIME

Out of His great Love for man and woman, His highest creation, God initiates several covenants with mankind. He fulfills the promise of the covenants and bridges the separation sin created by sending His son Jesus to pay the price with His blood and make a way for man to be reconciled to God. Jesus died a cruel and shameful death on a cross as a lamb taken to slaughter. Just when all hope was lost Jesus arose from the grave three days later, defeating sin and death. Over the next 40 days He appeared to over 500. He then rose on a cloud before witnesses and has promised to come again one day to bring heaven and earth back together, not in a garden but in a city, where there will be no pain, no tears, and no sin. In that day, once again God's people will be face to face with Him, in His presence, under His rule, and in His place. This is God's bigger story and can be read in the pages of the Bible which we believe is the inspired Word of God, worthy of study, and the investment of one's energy.

UNIQUE DESIGN, PARTICULAR PURPOSE

The subplot of this story is that God knows each and every man and woman ever born. He created them, wove them together in their mother's womb specifically and uniquely to do and to be what He desires. As a painter paints a picture or an architect designs a building or a chef mixes ingredients to create a wonderful meal, God creates each one with specific works in mind. No two are alike.

DISCOVERY OF ONE'S UNIQUE DESIGN

We believe that a man or woman, reconciled back to God by embracing the bigger story of Jesus, can evaluate and ponder his or her life with the assistance of a well-trained coach, and discover and clarify their unique DESIGN. Those who know their DESIGN can then steward that DESIGN by living according to it and bring glory to the One who created them and assist others to discover the bigger story of God and where they fit into the story.

5.0 VISION, MISSION, VALUES and GOALS

OUR VISION

Invigorating men, women and couples to fulfill their life purpose by stewarding their unique God-given DESIGN.

OUR MISSION

Your One Degree™ helps Christians more fully steward their lives for God's Kingdom by helping them discover and live out their unique DESIGN through personalized coaching, workshops and retreats.

We Accomplish our Mission by . . .

- Building personal relationships and praying for those we coach
- Being accessible to those willing to work through the YOD process
- Winning the right to be heard by sharing our lives and the Good News of Jesus Christ
- Nurturing people so they might grow in their love for Christ and the knowledge of God's Word and become people who can share their faith with others

The Cost of not accomplishing our Mission...

- Many thousands of Christians will fail to live out their God given potential and impact for God's purposes
- Many families will not be led well or empowered to discover and live out their One Degree
- Many non-believers will not be drawn to Christ because of ineffective and un-focused Christians
- Many organizations and ministries will be less effective in carrying out the mission God gave them

OUR VALUES

Your One Degree™ is committed to operating according to the following values:

- Biblically-based integrity and truthfulness
- Consistent Christ-like humility, respect, transparency among Board and staff
- Forward facing vision and strategic leadership
- Providing a transformational experience for those we coach
- Living, modeling and communicating the Gospel of Jesus Christ in all that we do
- Carrying out our Mission under the authority of Scripture and relying on the Holy Spirit to empower our ministry
- Encouraging the welfare and spiritual health of those who do this ministry - that they may minister out of their DESIGN and their growing relationship with Christ and His followers
- Observing the highest standards of stewardship of all the resources placed in our trust by our Benefactors

THREE YEAR GOALS

MINISTRY GOAL	2017	2018	2019	TOTAL
Coach influential business leaders in fulfilling their life purpose by stewarding their DESIGN	10	15	20	40
Coach influential church leaders in fulfilling their life purpose by stewarding their DESIGN	20	30	30	80
Coach influential missional leaders in fulfilling their life purpose by stewarding their DESIGN	20	30	30	80
Coach young emerging leaders in fulfilling their life purpose by stewarding their DESIGN in churches, businesses and ministries	20	30	30	80
Implement YOD in Christian colleges	1	2	4	7
Implement YOD in Christian seminaries	1	1	1	3
Coach professional athletes in fulfilling their life purpose by stewarding their DESIGN	3	5	7	15
Coach inner-city men in fulfilling their life purpose by stewarding their DESIGN	5	10	15	30
Continue building a premiere Coaching team by annually adding more Tier One Coaches	2	3	5	10
Build a vibrant Coaches community to continually enhance coaching skills and YOD team integration	10	12	13	35
Implement YOD into churches seeing members and pastoral leaders fulfilling their life purpose by stewarding their DESIGN	20	30	30	80
Conduct YOD Couples retreats	4	4	6	14
Train and equip Couples Coaches	2	2	2	6

6.0 YOUR ONE DEGREE™ PROCESS



Of the 360 degrees in life you can go, Your One Degree™ is unique to you. Your One Degree™ is about direction and focus. It is your unique particular purpose that God created for you as captured in Ephesians 2:10. It is why God put you on this planet and what He's been developing and preparing you for all these years. In Your One Degree™ you are leveraging and stewarding key things in your life that are already there.

We use the acronym DESIGN to best describe the components of Your One Degree

Drivers

Greens energize you. These are abilities you love to use. They give you a deep sense of satisfaction, you enjoy the results they produce, and you enjoy the roles you fulfill when you use them

Yellows are neutral. These are abilities you are very capable of doing but they don't necessarily energize you.

Reds drain you. These are abilities you can use but you tend to procrastinate using them because they drain you.

Experiences

Positive or negative life experiences that seem to have prepared you to help individuals, groups, or organizations.

Skills

Talents and abilities that you like to do and do well, or have a strong knowledge or expertise in.

Interests

These are things you frequently do, are passionate about, love to learn and share with others. They are often needs you like to meet.

Giftedness

Spiritual gifts are God-given. They have spiritual impact on others, especially other Christians. They are activated upon placing your faith in Christ.

Nature

Positive traits and capacities that seem to be most predominant in your life. They are regularly used by God to accomplish things that help and enrich others.

YOUR ONE DEGREE™ COACH

Your YOD Coach takes you through a series of personalized exercises designed to help you better understand the components of your unique God-given DESIGN. They will also challenge your conclusions, test your thinking, and ultimately help you crystallize your DESIGN. This quest for truth, clarity, and perspective requires determination, persistence, and honesty. Through this process you will be given an effective tool you can utilize the rest of your life and reach a level of greater impact in every area of your life. YOD Coaches are committed to walk with you for life.

YOUR SPECIFIC DESIGN DISCOVERY JOURNEY is comprised of Six Steps. Each step is vital. Three steps are mental/intellectual and three are volitional/spiritual:

Step 1 - Discover/Identify/Confirm

Carefully, deliberately, and thoroughly reflect on your life to look for patterns, especially regarding your abilities/roles you enjoy using and that seem to work for you. Confirming your discoveries from actual life experiences and input from others adds further validation.

Step 2 - Clarify/Crystallize

Search for the precise words that best describe what makes you tick. This includes narrowing in on the specific abilities, roles, and applications that best align with the patterns that have been established in and through your life. Crystallize what is true as evidenced by what has happened.

Step 3 - Embrace/Own

Decide that you will fully embrace and take full ownership of your DESIGN. Continue to grow in character but no longer try to be someone else. No longer apologize for who you are and who you are not. Surrender your DESIGN to Him.

Step 4 - Commit/Align

Commit to fully steward your DESIGN for His purposes. The key to a One Degree life is surrendering your life to Him and His plan, and setting aside your own agenda (John 12:24). Consistently evaluate all your regular activities, responsibilities, roles, events, etc., and start to remove things from your plate that don't utilize your DESIGN.

Step 5 - Apply/Choose

Continue applying your DESIGN to decisions and commitments. Make the tough choices. Over time it will become clearer to you and those around you just what kind of situations, responsibilities, and functions in which you will be most effective and motivated.

Step 6 - Learn/Adjust

The more you start managing your life to your DESIGN, the more you will learn about yourself and how to make better decisions. You will sometimes change your thinking and future actions.

7.0 YOD PROGRAMS

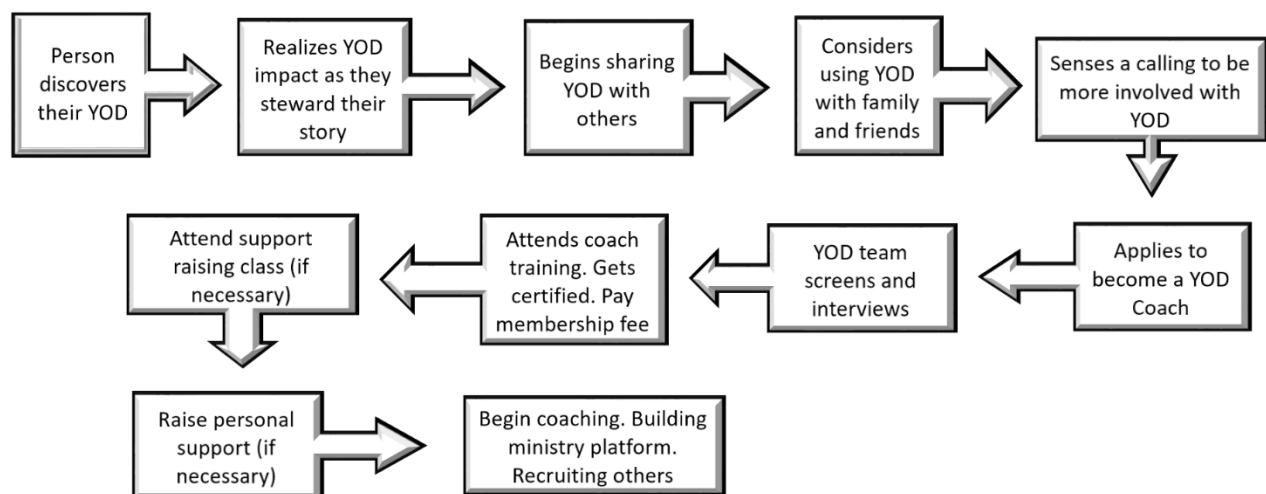
Why do so many believers often say their decision to go through YOD was the most vital decision made in their life next to accepting Jesus Christ? Why do Christians from every walk of life and in many parts of the world rave over the insight and help that YOD provides? What is it that YOD really does in the life of a Jesus follower? The true essence of YOD is captured in what we call the 6 F's. Helping people live lives that include more **Focus, Fruitfulness, Freedom, Fulfillment, Fun** while preparing to **Finish well**. We accomplish this through the following programs:

YOD COACHING AND THE YOD COACHES INSTITUTE



YOD is a premiere coaching ministry, committed to building and equipping an army of highly competent and Spirit-led Coaches. This is the foundation of how we execute and grow our ministry. Our Coaches are men and women of high character, deeply impacted and affected by YOD. We began formal development of the YOD Coaches Institute in 2016 to increase our focus on training, equipping and preparing our Coaches. As part of this program we provide a vibrant Coaches community and Coaches Clinics to certify Coaches. From 2017 to 2019 we expect to add 45 new coaches, including 10 Tier One coaches, capable of effectively engaging at a CEO, Senior Pastor and Executive Mission leader level.

Below is a flowchart showing how we multiply our ministry through impacted people becoming YOD Coaches



YOD SMALL GROUP WORKSHOPS



YOD Workshops facilitate the YOD Coaching process to a small number of people at the same time. Typically, this is conducted at a church, business, ministry office or an organization/network event. Workshops are typically half-day or one-day in length. Many of the attendees request additional one-on-one coaching and register for a YOD Couples retreat. On a Fall 2016 trip to South Africa, Dave (*seated bottom row, second from left*) met with hundreds of key business, church and ministry leaders, conducting small group workshops, sharing the importance of knowing and leading from your DESIGN.

YOD COUPLES MINISTRY AND RETREATS

Many couples are searching for identity and purpose. Wondering “What type of generational impact will we have? Can we serve in a ministry capacity together? The YOD Couples retreats, held over a weekend, are designed for healthy couples, enthusiastically wanting to discover God’s unique DESIGN for their marriage while exploring how God wants to use their marriage for His glory (career, ministry, family, church, generational impact, etc.) In addition to Couples retreats one-on-one coaching with couples is also available. In the next three years, we want to conduct 18 retreats and begin strengthening our YOD Couples ministry by adding 6 couples to coach and facilitate events.



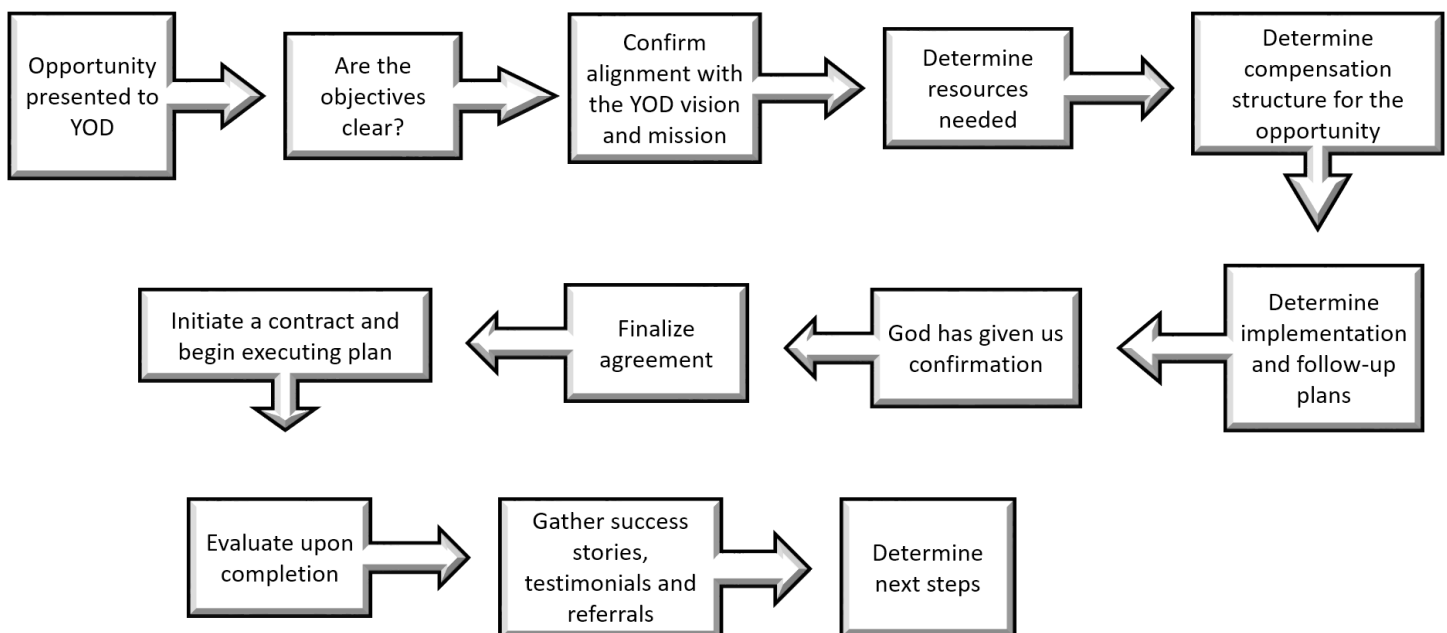
YOD NON-PROFIT, MINISTRY, AND CORPORATE PARTNERSHIPS



God continues to provide YOD with some amazing partnership opportunities on a global scale. Already in 26 countries, YOD has helped hundreds of key ministry and business leaders discover and steward their unique DESIGN. With established partnerships, such as the Navigators, Greater Europe Mission, Compassion International and our work with dozens of Corporations and Churches, we are influencing cultures and countries for Christ to fulfill the great commission. YOD is currently

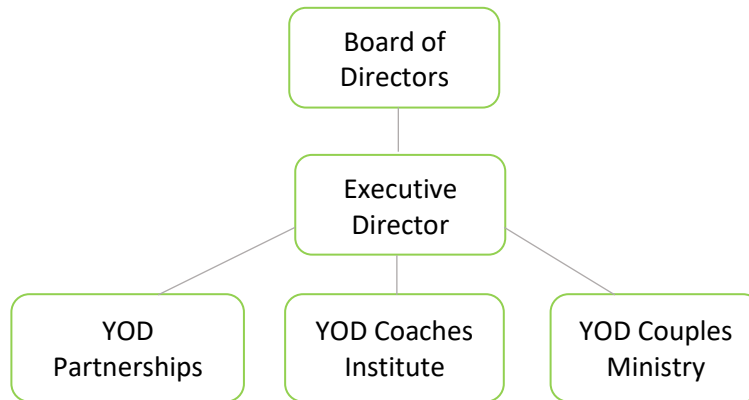
partnering with Compassion International to implement a three-phase project in Africa. The goal is to help college age men and women discover their One Degree. We are equipping Coaches and Mentors to implement the YOD process developing the leadership skills of hundreds of youth across Africa. The above picture is the YOD leader team and the Compassion leaders in Kenya.

The following flow chart shows our decision-making process for strategic partner engagements (Churches, Non-profits, Ministries and Corporate)



8.0 ORGANIZATION

YOD ORGANIZATIONAL CHART



BOARD OF DIRECTORS

Bob Skaggs – Board Member and Chairman

Dave Jewitt – Founder and Board Member

Lance Chastain – Board Member

KEY RESPONSIBILITIES OF THE BOARD AND BOARD MEMBERS

The board shall be responsible for excellence in governing by participating, engaging in lively dialogue, executing according to the Strategic Ministry Overview and Operating Plan while being faithful to YOD policies and Biblical principles of stewardship. The board shall be the initiator of policy, not merely a reactor to staff initiatives or coach demands. The board shall use the expertise of its individual members to enhance the ability of the board as a body, rather than to substitute the judgments of any one individual for the board's values. The board shall allow no officer, individual or committee of the board to hinder or be an excuse for not fulfilling board commitments. Board members will participate in board meetings and events. The board will operate biblically keeping the scriptures as our guide and will interact honestly, kindly, and respectfully with each other at all times and in all circumstances. Board members will guard their hearts and seek to grow in the Lord, walk in their DESIGN, and be bold in Faith. In the years to come, it is imperative that the board can look back and know for certain they have been in lock-step with the Spirit in fully stewarding YOD as He intended, not shrinking from the opportunities/challenges that He gives nor drifting from total dependence on Him for guidance in every aspect of YOD.

KEY RESPONSIBILITIES OF THE FOUNDER

As Ambassador for YOD, Dave will be a board member, its highest-level representative, promoter, campaigner, champion, booster, and communicator for the ministry. Along with his greens, these functions will comprise Dave's elevated role in the ministry as the Lord leads him daily. Other specifics, as the Lord leads involve:

- Develop a consistent and intentional pattern of communication flow to ministry partners and constituents to seek out home runs of all kinds.
- Intentional process of discovery of opportunities and connections for the ministry. Once discovered, communicating his ideas, thoughts, impressions, etc. around those opportunities and connections so the ministry can record and discuss them for planning purposes.

- Final vetting of all outward facing materials, communications, presence, and brand of YOD – must be kept pure and according to the vision God has given Dave.
- Maintain a level of involvement in coaches/coaches training that keeps him active and tapped into the pulse of all coaching activities and the people involved.

KEY RESPONSIBILITIES OF THE EXECUTIVE DIRECTOR

- Create, implement, and direct the team to achieve the ministry initiatives and goals outlined in the Strategic Ministry and Operating Plans, evaluating the organization on a monthly/quarterly/annual basis.
- Provide a culture of spiritual, personal and professional development with coaches, volunteers and staff.
- Uphold frequent, open and transparent communication with the Board, reporting key strategic, financial and operational information.
- Drive a strong fundraising effort through active solicitation, cultivation and stewardship of individuals, foundations, and ministry partners resulting in major gift donations, monthly donations and long-term relationships.
- Oversee the overall marketing, messaging and communications to potential clients, alumni and ministry partners.
- Provide oversight and direction for the YOD Coaches Institute, Strategic Partnerships and product development.

9.0 FINANCIAL MANAGEMENT and GOVERNANCE

The YOD Fiscal Year is January-December. The Board maintains a complete set of Minute and Records Books which are updated regularly with Board Meeting Minutes, 3rd party Agreements and Contracts entered into, and other key or important documents of the ministry. The Board’s regular schedule of monthly meetings occurs in the 3rd or 4th week of each month, subject to member schedules. The Board meets in person once per quarter and all other meetings are held via Skype. Beginning October 2016, the Board has established at least one weekend per year where it meets together for a Work Retreat to review and assess the ministry from a strategic and operating level for the current year and the plans, initiatives, and projections for the upcoming year. Our financial management and reporting process consists of the following key components:

- The Executive Director creates and presents annual and accompanying monthly budgets for each upcoming fiscal year to the Board no later than December 1 of the current year. Once approved, the Executive Director has complete authority and responsibility of all financial matters relative to the operational management of Your One Degree™ subject to regular Board oversight.
- By the 15th of each month, the ministry’s CPA firm (Brown, Kinion) compiles, finalizes, and submits a package of monthly and annual Financial Statements in pdf form along with supporting work papers for the Ministry to the Executive Director and the Board directly. These financial statements include YTD and Current Period Income Statement, Balance Sheet, Statement of Cash Flows, Complete General Ledger, Reconciliations, and detailed Donor Contributions for that period.
- Using the Financial Statement package provide by the CPA firm; the Executive Director provides detailed reconciliations between YTD and Current Period budget and actual results to the Board prior its regularly scheduled monthly meeting or upon request. Line item variances are identified and discussed and corrective action taken following each monthly Board meeting.
- The ministry’s CPA firm is responsible for the payroll process and all required reporting and tax submissions.
- The ministry’s CPA firm is responsible for the compilation and filing of all required State and Federal Tax filings.

- Donations to the ministry are strongly encouraged to be given through the Ministry’s website portal which is provided by the New Horizons Foundation. Certain donations are received in person by Dave Jewitt or by the Executive Director and when this occurs, these are immediately deposited into the ministry’s bank account.

10.0 FUNDING MODEL

YOD is entering an exciting season of growth and ministry impact. As God brings us more men, women and couples eager to discover their unique DESIGN and purpose, there is an increasing need for additional financial resources. Our annual operating budget for 2017 is approximately \$300,000. Over the past 12 years, God has faithfully provided for YOD primarily through the donations/gifts of very committed and generous ministry partners. In addition to remaining very close to our ministry partner roots, we are creating additional income sources to establish a more diversified financial foundation for the ministry. We expect these additional income sources will begin contributing to our funding needs in 2017 and increase each year thereafter. These income sources include:

- YOD Coaches Clinics
- YOD Coaches membership fees
- YOD Corporate partnerships
- YOD Couples retreats
- YOD Non-profit/Ministry partnerships
- YOD Church partnerships
- YOD Small Group Workshops
- Conference and event speaking fees
- YOD Materials (books, workbooks)

THE YOD FUNDRAISING STRATEGY FOR 2017 CONSISTS OF:

Face to face meetings

This is our most effective and impactful way to communicate our vision and needs with potential ministry partners and keep our existing partners updated, informed, and encouraged. We typically schedule these meetings with individuals who have a personal YOD story, are passionate about our vision, are ministry-minded, and have financial means.

Small Group Meetings

We conduct these meetings over a breakfast/lunch with 10-20 people in attendance. The audience consists of people who have been impacted deeply by YOD but have not yet given financially in the past. Ideally, these meetings will be arranged and hosted by a current YOD ministry partner, inviting people in his/her network.

Large Group Meetings

This is our annual event, inviting alumni, current ministry partners and potential ministry partners. We share success stories, video clips and have a guest speaker, all with the theme of encouraging further financial involvement. Table hosts share with others at the table how being a ministry partner has blessed them.

METHODS TO RECEIVE DONATIONS & GIFTS

Ministry partners can give to YOD in several creative, simple and flexible ways;

- Credit or Debit Card
- e-Check, ACH payment or Mail in payment

- Stocks/Securities
- Corporate Matches
- Personal Property and Real Estate
- Wills/Charitable Trusts
- Annuities and Retirement Assets

11.0 MARKETING and COMMUNICATIONS

Your One Degree™ will continually increase the awareness and importance of Christians discovering and realizing their God-given DESIGN. Our multi-faceted marketing, messaging and communication strategies will reach our donor base, strategic partners, alumni, coaches, potential clients and future ministry partners.

Target Audiences

- Business Organizations: Executives and their leadership teams will more effectively lead their companies and staff when leading from their DESIGN. Benefits include; increased productivity, enhanced value creation, higher morale, and better personnel decisions.
- Ministry/Mission Organizations: Senior level and field leaders will more effectively lead their mission when leading from their DESIGN. Benefits include; better personnel decisions, more lives reached for the God's kingdom, and greater ministry impact and influence.
- Churches: Pastors, leaders, attendees, and volunteers realizing their One Degree creates a vibrant community. Benefits include; attendees pursuing ministry opportunities, a strengthened church body, increasing the church's ministry impact and greater retention of church attendees.
- YOD Alumni: On-going engagement, updates and encouragement. Benefits include; referrals, potential donors, future Coaches.
- YOD Coaches: On-going communication, training and development. Benefits include; continual professionalism, focus and expanded ministry impact.
- New YOD Coaching Prospects: Reach out to new base of prospects. Benefits include; more people fulfilling their life purpose by stewarding their DESIGN.
- YOD Ministry Partners: Continuing to engage our donor base. Benefits include; on-going deeper relationships, encouragement, and opportunities for deeper ministry involvement.
- YOD Couples: Couples discovering and living out their One Degree. Benefits include; strengthened marriages and families, positive spiritual life impact on entire family, emotional well-being, and long-term generational influence.

Communication Vehicles

- Monthly digital newsletters
- Social Media (Twitter, Facebook, LinkedIn, Instagram)
- Event specific gatherings and opportunities
- Individual, small group and larger setting vision casting meetings
- YOD Website
- App for Android and iPhone – available 2017