



# Adam Baker Paxton Family Legacy Business Plan January 2021

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# Business (Strategic) Plan

## I. Introduction:

- A. Adam Baker Paxton Family Legacy, established in 2021, is a Family-centered Corporation (Foundation). Adam Baker Paxton Family Legacy values the realization of teaching as an effective means for encouraging and building up members with the collective and collaborative efforts.
- B. God has blessed Adam Baker Paxton Family Legacy and its family members with educational support and business expertise, passion and vision for making a difference in the lives of others. In response to God's guidance, the leadership of Adam Baker Paxton Family Legacy is committed to launching this new Corporation (Foundation) Business plan in early 2021.
- C. Adam Baker Paxton Family Legacy has adopted a multi-faceted Corporation (Foundation) outreach strategy. One dimension of this strategy is to involve its members in the overall operation of ABP Family. Under this strategy, proven practices from existing Corporation (Foundation) groups are adopted and used. Charitable resources, including member's time, talents, experiences are utilized, to produce the result of positive influence and impact on more family members with a collective effort.

## II. Purpose and Mission Statement:

- A. In order, to identify a 'clear comprehensive vision' for Adam Baker Paxton Family Legacy.
- B. To identify, 'detailed actions required' to achieve success. The plan is intended to be flexible and adaptable as God leads us, and is not intended to be a fixed, unchanging document.
- C. To provide a clear and concise written plan that will enable members to understand their roles and responsibilities in support of the vision. The plan is intended to be a guide that empowers, energizes and aligns members in joyful works.
- D. To provide a clear set of expectations to which the Adam Baker Paxton Family Legacy Leadership teams can assess and monitor the effectiveness of the Corporation (Foundation)'s growth.

## III. Governing Principles and Considerations: The following principles and considerations will help guide and influence our vision and decision making.

- A. God's Provision: We trust and believe that God will do immeasurably more than we could ever ask or imagine. Our commitment is to put our trust and faith in God alone and not in our means, resources or works.
- B. Our Purpose: Influence, educate and provide the most effective means of impacting family members. We will stay focused on our core purpose to lead family members into their most positive and successful quality of life. Additionally, we will strive to help all of our family members to value and appreciate the importance of living for Jesus Christ, and to experience first hand the excitement of seeing God at work doing miraculous things.

- C. Our Values: Our values define what is important to us. Our values shape who we are, what we do, and how we act. In all things, we will strive to model and live our values.
- D. Faith: A new Corporation (Foundation) challenges us to step out in faith beyond our current comfort levels. God's blessing and provision in the early stages of ABP Family Legacy is abundant. In response, we need to take big steps of faith. In Matthew 25:14-30, The servants who were entrusted with much were faithful and thus were blessed with even more. We recognize God's blessing on ABP Family Legacy and will strive to be faithful with the abundance He has poured out on us.
- E. Prayer: We recognize the power and absolute necessity of seeking God's direction at every stage of this process. Proverbs 16:9 says, "In his heart a man plans his course, but the LORD determines his steps." We will make prayer a priority.
- F. Relationships: Establishing, building and nurturing relationships with God, with one another, and with the Community will take priority in all we do. We are committed to love each other (1 Cor. 13:1), not to a product or process.
- G. Excellence: We will strive for excellence in all that we do. Excellence honors God. We desire to eliminate barriers between Christ and other family members. We believe, our commitment to and demonstration of Excellence will draw family members to be more receptive to hearing and considering involvement in the Corporation (Foundation).
- H. Planning: "Planning is a means to an end, not the end." We will always seek first to be lead by God without being constrained by our plans. We will use planning as a tool to help us join God in what He is doing and to accomplish what He is calling us to do. Planning will help us coordinate our limited resources to move us from where we are to where God wants us to be. Our plans will serve as a guide to help focus our efforts and will be updated to reflect where God is leading us.

#### IV. Executive Summary:

- A. ABP Family Legacy will be a Corporation (Foundation) that targets all family members, all ages. The targeted outreach is nationwide via internet, mailings, and etc. The Corporation (Foundation) currently meets remotely via video conferencing software (Zoom.us).
- B. The development and growth vital to a successful Corporation (Foundation). From this, future leaders will be developed, committee teams will be formed, and a strong and active Legacy will emerge. Considerable effort will be applied in training and nurturing members.
- C. The existing members of ABP Family Legacy will participate in planning and implementation with general oversight of all aspects of the Corporation (Foundation).
- D. Our goal is for family members to be drawn to ABP Family Legacy through one-on-one relationships, through targeted family outreach and a targeted marketing strategy. First time participants will be drawn back and will connect through practical and relevant committees, experiencing first-hand the organized and purposeful mission in everything we do.

- V. Roles and Responsibilities of Individuals: The success of ABP Family Legacy requires all members working together for the common good of the family. This section identifies these individuals, including a brief description of their responsibilities.

- A. Chairperson:
- B. Co-Chair:
- C. Secretary: Facilitates (video conference) meetings. Provides agenda, minutes and act as Web Producer. Work closely with the Chair and Co-Chair.
- D. Treasurer: Account management (Bank, EFT, Quick Books, etc.). Provide a monthly financial report to the Executive Board.
- E. Instructors: Educational contributors are responsible for material, preparation and deliverance How-to.
- F. Marketing Coordinator: responsible for overseeing the execution of the marketing strategy and making sure everything is being done to inform family members taking next steps (i.e, attending, sign-up, etc.).
- G. Committee Leads: Helps and advisory voting member on the ABP Family Legacy General Board.
  - Members: will partake in the overall awareness of the Corporation (Foundation) vision and mission. Ensuring checks and balances for the Corporation (Foundation).
- H. Prayer Team Leader: A prayer team made up of ABP Family Legacy members is vital to the success of the Corporation (Foundation). This leader will help build the team and communicate prayer needs on a regular basis to them.

#### VI. What does it mean to be a Corporation (Foundation)?

- A. Simply stated, ABP Family Legacy exists to lead family members into their best Quality-of-Life.
- B. Aiming at a common purpose, a primary role of leadership is to communicate vision effectively and to equip others. Leadership is a key element to aligning the family members to the common purpose.
- C. We will function as members of one body, one faith, one mission, one goal to share common values, beliefs, expectations of family members, and empowerment of leaders.  
For example, we value:
  1. Family members and Relationships (a heart for family members)
  2. Changed Lives (family members positively moving forward)
  3. God's Leading, Power and Sovereignty
  4. Prayer life and a Life of Prayer
  5. Excellence
  6. Leadership
  7. Continuous Improvement
  8. Purposeful Work
- D. Armed with purpose, leadership, and culture, our approach to managing resources should improve the quality and efficiency of our operations.

## VII. Corporation (Foundation) Goal

All members should be actively participating in the Corporation (Foundation) in some aspect. Through committee involvement, classes, seminars and 1-to-1 sessions members will be established and built-up.

To connect family members, each newcomer will receive an overview with information about the Corporation (Foundation), to see if they have questions. Question and answer sessions concerning the Corporation (Foundation) purpose, mission and/or involvement.

## VIII. Key Plans/Strategies:

A. Outreach Plan: The purpose of the outreach plan is to provide a safe environment for family members to ask questions, learn and make themselves marketable in the business world. This environment will hopefully build trust within the family community and provide great opportunities to invite other members.

For classes, seminars and instructional 1-to-1 sessions, we will market via word of mouth, emails, texting, mailers and website presence. A team will be relied on for getting the marketing into the community.

B. Marketing Plan: The purpose of marketing is to start and foster relationships with unconnected family members. Our strategy for building relationships with unconnected family members starts by building a positive reputation and trust throughout the family. Therefore, unconnected family members will be more likely to respond to an invitation to our services.

Ongoing techniques (at least monthly):

- Mailing lists (e.g. group text and emails, etc.)
- Testimonials (testimonies of family members)
- Social Media (Website, You Tube, etc.)
- Word of mouth (Family networking)

Event Specific or One Time: To be considered for each event.

- Video Conferencing (Zoom family meetings)
- Sunday Prayer call
- Holiday call

We will consider the following additional marketing methods:

ABP Family Legacy's specific niche is to create a safe environment (individual sensitive) where family members feel comfortable sharing their lives and asking questions; a place that uses creative communication to break down barriers. Our identity is shaped by the values we live out. These include:

- Communicating the Truth in love: family members hearing God's word in relevant ways.
- Excellence: family members honoring God by giving their very best.
- Fun: family members enjoying God and each other.
- Servant Leadership: family members leading and discipling other family members.

- Life change (spiritual growth): family members understanding, pursuing and taking their next step toward maturity in Christ no matter where they are spiritually.
- Prayer: family members sharing every joy and need with God
- Relationships: family members connecting and caring for one another.
- Seeker-sensitive culture: family members building bridges.
- Service: family members using their gifts to honor God and build up the Corporation (Foundation).
- Faith: family members trusting that God as they step out on faith and seek to cooperate with His will.
- Reaching lost family members: family members sharing their faith with others.

## Board of Directors

A company's Board of Directors helps management develop business plans, policy objectives, and business strategy. The Board will set the direction for growth and provide valuable insights from a different perspective and knowledge base.

Directors monitor the financial performance, the success of its services and strategy. They are expected to follow developments that affect the business, and set aside any potential conflict between their personal or individual interests to support the well-being of the Corporation (Foundation) which they serve.

The most effective board of directors will be a group of professionals who bring a breadth of skills, experience and diversity. As the Corporation (Foundation) grows and changes, the governing board also should evolve to meet changing needs and circumstances.

### Bylaws

Before a single person is nominated to a board of directors, the board's institutional structure should be documented in a set of written bylaws. Bylaws answer questions such as:

1. How many members will the board have?

What is the best size, or number of board members, to help your company achieve its mission? Look at the number of the roles you need board members to fill.

2. How and when will board members be elected? How long should they serve?

Terms generally expire on a staggered basis so that new members are not all selected at the same time.

3. What officers and committee structure will form the backbone of your board?

Standing and sometimes temporary committees are charged with keeping certain subjects under review, focusing the board on those things that need board attention, and making constructive recommendations for board decisions. One of the first committees to establish is the nominating committee, which selects candidates for board vacancies. The nominating committee should be a permanent, ongoing committee, with its responsibilities clearly spelled out in the bylaws.

4. How often should your bylaws be reviewed and updated?
5. How will your board assess its own performance?



## Responsibilities of a Board Member

Board members may have specific responsibilities that are unique to the business in which they perform. The Board of Directors will also have a variety of responsibilities which are defined in the Bylaws of the Organization and in numerous Federal and State statutes and regulations.

Every board shares a set of general responsibilities that board members should be prepared to assume when they serve. The following checklist may be helpful to consider when the board conducts its self-assessment.

Attendance	Agree to attend Board meetings and participate in some committee work.
Mission	Agree to define the mission and participate in strategic planning to review purpose, priorities, financial standing, and goals.
Finances	Assure financial responsibility by: <ul style="list-style-type: none"><li>• Approving the annual budget and overseeing adherence to it.</li><li>• Controlling the investment policies and management of capital or reserve funds.</li></ul>
Oversight and support	Agree to oversee and evaluate strategic business plans and support the execution.
Board effectiveness	Evaluate Board performance and maintain an effective procedures and recruitment.
Growing pains	As a company evolves from startup to growth toward maturity, the responsibilities and character of its board of directors will evolve as well. Challenges come with growth include: <ul style="list-style-type: none"><li>• Weaning direct involvement in operations and management.</li><li>• Addressing the needs and problems.</li><li>• Bringing aboard new family members and new ideas.</li></ul>

## Selecting Board Members

In selecting a Board of Directors, the following questions should be addressed:

1. What additional responsibilities will the board members have?
2. Are there any potential conflicts of interest with the candidates?
3. What expertise should the board members have?
4. Will they add diversity of experience and knowledge?
5. Will the board be compensated for meetings?

## What Makes a Successful Board Member?

A board member's success is determined not only by their skills and experience, but by their personality traits, or character. Identified several characteristics of successful, happy board members:

- They are enthusiastic.
- They keep an open mind.
- They are team players.
- They tackle complex problems with relish.
- They take an orderly approach to decision making.
- They are competent.
- They have a sense of humor.