



The Extraordinary BENEFITS from Empowering Religious Communities with the Financial Discipline of World-Class Benchmarking and Management Excellence

There are extraordinary BENEFITS from empowering religious communities with the financial discipline of world-class benchmarking and management excellence.

By investing \$100 million and 5,000 senior management hours, Khachkar Studios will transform the bottom-decile performing U.S. Armenian Christian Ecosystem 12 Body Parts into a top-decile performing culture that delivers all the BENEFITS of the financial discipline of world-class benchmarking and management excellence.

The \$100 million is one of the largest philanthropic investments in modern history to advance Judeo-Christian faith, and surpasses by 623% the total religious spending of the four largest Armenian-founded foundations over the past 23 years.

The BENEFITS framework, which we first developed and used in transforming the Greek government's financial trajectory, is a world-class benchmark and is now applied to transforming the U.S. Armenian Christian Ecosystem 12 Body Parts.

For perspective, only 1% to 3% of Armenian Americans are regular Sunday 'Faithful'—a bottom-decile outcome compared with peers—while too many still believe attendance is best-in-class, a misconception supported by pervasive negative SROI yielding traits and deeply rooted barriers to change.

B - Biblical Wisdoms	F - Financial Strength
E - Educating	I - Identity
N - New Faithful	T - Track Record
E - Environment	S - Stewards

B - Biblical Wisdoms: The B is for managing and measuring guided by the 8 Biblical financial wisdoms with the financial discipline of world-class benchmarking and management excellence.

E - Educating: The first E is for educating (with education-training-retention "E-T-R") a U.S. Armenian Christian Ecosystem 12 Body Parts devoid of and starving for the financial discipline of world-class benchmarking and management excellence.

N - New Faithful: N is for attracting a significant number of new high value-add Faithful to the church with content and communications based on the financial discipline of world-class benchmarking and management excellence (Khachkar Studios KPI #1).

E - Environment: The second E is strengthening an organization's environment by increasing trust and confidence, while reducing distrust and counter-productive behavior, through the financial discipline of world-class benchmarking and management excellence.

F - Financial Strength: The F is for increasing overall financial strength, including increasing financial resources, improving financial profile, reducing financial trauma, and increasing SROI-based better decision-making with the financial discipline of world-class benchmarking and management excellence.

I - Identity: The I is to send a powerful message that Armenian Christian identity with intense intellectual integrity - not a puppet's lazy mind - can be strengthened with the financial discipline of world-class benchmarking and management excellence.

T - Track Record: The T highlights the importance of a compelling track record as a key determinant in merit-based decision-making, which is especially important in allocating precious time and resources, and how a track record can be improved with the financial discipline of world-class benchmarking and management excellence.

S - Stewards: The S is for the fact that the church and its leaders are stewards of their community, who should be one of the community's highest value-add role models, with the massive responsibility to show the community that they lead with the financial discipline of world-class benchmarking and management excellence.