



Extraordinary BENEFITS from Financial Discipline of World-Class Benchmarking and Management Excellence – the “Framework”

There are extraordinary BENEFITS from empowering Judeo-Christian Faithful through a good news Biblically inspired world-class benchmarking and management excellence “Framework”.

By investing \$100 million and 5,000 pro bono senior management hours, Khachkar Studios will transform the bottom-decile performing U.S. Armenian Christian Ecosystem 12 Body Parts into a performance culture that delivers all the BENEFITS of the Biblically inspired 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 30% and best-in-class, a systemic misconception supported by pervasive negative SROI yielding traits and deeply rooted barriers to change.

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

B - Biblical Wisdom: The B is for managing and measuring by the 8 Biblically inspired financial wisdoms – practicing Biblically inspired financial wisdom 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") communities never taught financial discipline, bringing world-class benchmarking and management excellence to a U.S. Armenian Christian Ecosystem 12 Body Parts starving for it.

N - New Faithful: The N is for attracting high value-add new "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 for building environments of trust & confidence, not dysfunction, by strengthening an organization's culture through the financial discipline of world-class benchmarking and management excellence.

F - Financial Strength: The F is for strengthening financial position and performance – 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 for anchoring community identity in intellectual integrity – not a puppet's lazy mind – through the financial discipline of world-class benchmarking and management excellence.

T - Track Record: The T is for building track record-based, not political, decisions – highlighting the importance of a compelling track record as a key determinant in merit-based allocation of precious time and resources through the financial discipline of world-class benchmarking and management excellence.

S - Stewards: The S is for developing high-value, lead-by-example stewards – church leaders who model for their community the Biblically inspired financial discipline of world-class benchmarking and management excellence.