

## The Extraordinary BENEFITS from Empowering Judeo-Christian Faithful through a good news Biblically inspired world-class benchmarking and management excellence “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 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>B</b> - Biblical Wisdoms	<b>F</b> - Financial Strength
<b>E</b> - Educating	<b>I</b> - Identity
<b>N</b> - New Faithful	<b>T</b> - Track Record
<b>E</b> - Environment	<b>S</b> - Stewards

**B - Biblical Wisdoms:** The B is for managing and measuring by the 8 Biblically inspired 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 Biblically inspired financial discipline of world-class benchmarking and management excellence.