KHACHKAR STUDIOS
EMPOWERING GOOD NEWS

OVERVIEW

Our Mission: Khachkar Studios is a multimedia studio empowering Judeo-Christian Faithful through a good news Biblically inspired world-class benchmarking and management excellence "Framework".

1. World-Class Benchmarks: All Khachkar Studios team members and partners affirm and operate with the financial discipline of Biblically inspired world-class benchmarking and management excellence "Framework". .

2. T•A•P: All Khachkar Studios team members and partners affirm and operate under the principles of Transparency, Accountability, and Performance (T•A•P) as a condition of participation.

3. 6 KPIs: Khachkar Studios has 6 KPIs for benchmarking and best practices:

KPI #1	Non-Holiday Church Attendees (the "Faithful")
KPI #2	Daily Bible readers
KPI #3	18 to 29 years old "Faithful"
KPI #4	Leaderships' work hours of world-class benchmarking and management excellence training – the "Framework"
KPI #5	Church Role Models' non-work hours of world-class benchmarking and management excellence training – the "Framework"
KPI #6	Social Return on Investment (SROI)

Khachkar Studios will financially support individuals and organizations who openly discuss and disclose their "Faithful" attendance and daily Bible reading KPIs — for example: (i) the number of "Faithful" each week; (ii) the % of days in a week, month, or year a person reads the Daily Readings; and (iii) the number in an organization who read daily.

4. 7 Workstreams: Khachkar Studios has 7 workstreams: 1. Short-clips, 2. Podcasts, 3. Analyses, 4. Written Content, 5. Events, 6. News, and 7. Faithful Apps.

5. 3 Processes: Khachkar Studios has 3 processes within the workstreams to increase our 6 KPIs: 1. Education, 2. Training, and 3. Retention.

6. Optimizing SROI: Khachkar Studios relentlessly micromanages with benchmarking and best practices 3 vectors (1. reducing costs, 2. shortening timelines, and 3. increasing quality) to increase our social return on investment (SROI is the change in KPI #1 from the investment of time/money) and unlock the extraordinary potential of Armenian Americans.

7. Production and Promotion: Our micromanagement of production frees up more resources for promotion to be intensely managed hourly with micro-targeted real-time analytics. And, using brand management benchmarking and best practices, we avoid the worst practices pervasive in the media production and promotion sectors.

8. "Good News" Short-Clips: "Good News" Christian short-clips have the potential to be a powerful yet subtle way to teach benchmarking and best practices.

9. Benchmarking Insights: Our top-performing team members continuously search for benchmarking insights within the U.S. from the 164 Armenian churches, the five largest Orthodox Christian groups (the Greek, Coptic, Ethiopian, OCA, and Antiochian churches), the Tridentine Mass churches, the Latter-day Saints congregations, and the USCJ congregations.

10. Resource Allocation: In addition to the "Framework" and (T•A•P), Khachkar Studios allocates our resources guided by the Parable of the Talents: "Much will be required of the person entrusted with much, and still more will be demanded of the person entrusted with more" (Luke 12:48). To learn more about our performance management framework, we highly recommend studying the book *New Philanthropy Benchmarking: Wisdom for the Passionate* (NPB).

Khachkar Studios is an affiliate of the Charles & Agnes Kazarian Foundation, JI-Analytics, and Japonica Partners.