



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. 12 KPIs: Khachkar Studios has 12 KPIs for benchmarking and best practices:

KPI #1	Non-Holiday Church Attendees (the “Faithful”)
KPI #2	18 to 29 years old “Faithful”
KPI #3	Transparency of church Sunday attendance
KPI #4	Public transparency of financial information
KPI #5	Outreach plans to increase church Sunday non-holiday attendance
KPI #6	Leaderships’ work hours of world-class benchmarking and management excellence training – the “Framework”
KPI #7	Church Role Models’ non-work hours of world-class benchmarking and management excellence training – the “Framework”
KPI #8	Daily Bible readers
KPI #9	Social Return on Investment (SROI)
KPI #10	Major Armenian philanthropist donations going to Armenian religious activities
KPI #11	Advertisements and articles with religious content in Armenian English language news outlets
KPI #12	Religious content in Armenian theme major international films and documentaries

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 12 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 [Japanica Partners](#).