



PROCESS FOR IMPLEMENTING MISSION, VISION, AND VALUES

Phase 1 - DON'T GO IT ALONE

- 1) One cannot establish an empowering mission alone.
- 2) Include as many people in the process as you can, especially your church leaders.
- 3) Supplies:
 - a) giant Post-It note pads for placing on walls.
 - b) circular garage sale stickers or similar
 - c) a healthy dose of prayer for what is about to occur!

Phase 2 - THE MEETING

- 1) There is the option of one longer meeting or have one meeting for mission, one for vision and one for values.
- 2) Begin this meeting by explaining to your congregation the difference between Mission, Vision and Values.
 - a) Mission answers the question ***"Why do we exist?"***
 - b) Vision answers the question ***"Where are we going?"***
 - c) Values answers the question ***"How do we get there?"***
- 3) Give example Mission Statements so they have an understanding. For example:
 - Wal-Mart = ***"Help people save money so they can live better lives."***
 - Disney = ***"To make people happy."***
 - A common church mission = ***"To know Christ and Make Him Known"***
 - ***"To be the most spiritually significant congregation in the community."***
 - ***"To embody the life and teachings of Jesus Christ."***
- 4) Remind people that we have already been given a mission by Jesus Christ in Matthew 28. What this exercise is about is taking that mission Jesus has given and making it fit in the local context.
- 5) The Mission statement should be short, memorable, and align with Matthew 28:19-20 in the local context.

Phase 3 - DEVELOP THE MISSION STATEMENT

- 1) Break off into groups of 3-4 to brainstorm on possible mission statements. Several mission statements are going to emerge and that is a good thing.
- 2) Give each group a giant Post-It note to write their final mission statement on. Then hang each group's Post-It where everyone can see and ask the whole group what appeals to them in each. Write these observations down.
- 3) You will then turn these observations into your Mission Statement.
- 4) Once done double check that it aligns with Matthew 28

Phase 4 - DEVELOP THE VISION

- 1) Remind people that the Vision answers the question **"Where are we going?"**
- 2) For easy understanding, Vision is basically the goals each congregation has that will enable them to fulfill their particular Mission.
- 3) Goals need to meet the SMART characteristics:
 - Specific
 - Measurable
 - Attainable
 - Realistic
 - Time Sensitive
- 4) Invite the group to tell you what goals they think they should have. Write these goals on the large Post-It notes. This however is not the time you are picking our goals. That will come in just a little later. Right now you are just brainstorming.
- 5) Hand out the circular garage sale stickers and invite the group to come up and place a sticker by the the goals they believe fulfills the mission. Compile the results. You now have your Vision.
- 7) For example: **"We want our congregation to be a winsome, Christ-sharing, congregation of 150 in attendance by 2020 with 75% of all people trained in using their spiritual gifts."**

Phase 5 - DEVELOP THE VALUES

- 1) Remind people that values answer **"How will we get there?"** They help to achieve goals.
- 2) Values should be only 2-3 words at the maximum.
- 3) Each vision should have 2-3 values that help it to fruition.

4) Cite a few examples. Here is one that a pastor used. Goal: By July 2016 the Anytown USA Church will have a regular attendance of 65 on Sabbath morning.

Values That Get Us There: Missing Members
 Personal Evangelism
 Authentic Worship

5) A note about values. Values are broken up in three separate groups; actual, stated, and aspired.

- Actual values are the ones your congregation truly believes in and lives out. One only needs to look at what is happening in the church to confirm these.
- Stated values are the ones your congregation says they believe in but in reality they don't.
- Aspired values are one's which you don't currently value but you would like to build into your congregation.

All values chosen should be actual Values or if stated then plans need to be put into place to make them a reality. Once values are mentioned you will do a gut check with the congregation. *"I know we said we value evangelism but it has been 5 years and we haven't brought a single friend to church and we make no effort at all to begin Bible studies with those we know. Do we really value evangelism?"*

Phase 6 - IMPLEMENTATION

- 1) Implement through a dedicated Sermon Series. This helps establish to the entire congregation that what their church stands for is biblically based.
- 2) Dedicate a sermon series to the following:
 - A) The mission statement
 - B) The vision. Preach one sermon for each of your goals. Show that the church is going somewhere and that that direction comes from the word of God.
 - C) Preach a sermon on each of the values.
- 3) Once the sermon series is done it is time for the official launch date. Get people excited.

Phase 7 - FOLLOW UP

- 1) Never stop following up with the mission statement. People will forget the mission and lose their fire after six weeks unless reminded of what they stand for.
- 2) Preach a sermon about your mission every 3-6 weeks.
- 3) Use things at church such as praise and testimony time, personal ministries, etc. to keep the mission before the people.
- 4) Have it placed on the screen in the church and have the people stand at the beginning of the worship service and recite it together.