

# Why Does Your Church Exist?

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# Agenda

- Video Example of a Mission Statement
- Definitions (Vision, Mission, Model, Programming)
- The Importance of Mission
- Characteristics of a Good Mission Statement
- Mission and the Church Member Lifecycle
- Finding or Defining Your Mission Statement
- Individualized VMMP
- Example of Applying a Mission Statement (Resolving Conflict)
- Adaptive Church Leadership and Mission
- Call to Action
- Questions



# Definitions

Unobservable ←

→ Observable

Vision	Mission	Model	Programming
<p><i>Focuses on the future and what an organization wants to become and the impact it wants to create</i></p> <p><i>Aspirational</i></p> <p><i>Challenging to the point of being potentially unachievable (BHAG)</i></p>	<p><i>Focuses on the present and communicates why the organization exists</i></p> <p><i>Mission = Purpose, Focus, Aims</i></p> <p><i>Shows differentiation from other similar organizations</i></p>	<p><i>Focuses on how the organization produces its products and services</i></p> <p><i>The model is how leaders and members do their work</i></p> <p><i>Leaders and members become attached to their model</i></p>	<p><i>Focuses on what the organization produces--its actual products and services</i></p> <p><i>What members and visitors experience.</i></p> <p><i>What leaders spend most of their time on.</i></p>

**WHERE?**

**WHY?**

**HOW?**

**WHAT?**

# The Importance of Mission

- Scriptural Roots

- Great Commission (Matt 28:18-20)
- Etymology - missio (Latin), apostole (Greek) meaning “a sending”

- Military Roots

- An operation that is assigned by a higher headquarter
- 1st Infantry Division Army -- *No Mission Too Difficult, No Sacrifice Too Great, Duty First*
- *Mission First, People Always*

- Relevance to individual well-being

- To flourish in our lives, we need meaning, accomplishment, and engagement in our lives

- Quotes

- *Outstanding people have one thing in common: an absolute sense of mission.* Zig Ziglar
- *A man with money is no match against a man on a mission.* Doyle Brunson
- *Mission is about people, not projects.* Todd Engstrom
- *We're on a mission from God.* Jake and Elwood Blues

# Characteristics of a Good Church Mission Statement

- Connected to furthering God's Kingdom
- Simple Yet Compelling and Slightly Unique
- Continuously Relevant
- Brief/Concise (suggestion: 8 words or less so that it is memorable)
- Suggested Format: Verb, Object, Outcome
- Members and leaders are sufficiently skilled and motivated to achieve it
- Reflects and deepens the spiritual values of the congregation
- Drives Leadership Decisions and Actions

# Mission Statement Examples

## Not OK Mission Statements

Together, we will pay the bills

We will research successful churches and copy them

We will love like Jesus, to most of you

We welcome all (who are similar to us)

We have always done church this way

We need more members, not leaders

## OK Mission Statements

Spreading Christ's love to transform lives

Love God, love people, and make disciples

We exist to make heaven more crowded

Helping people find their way back to God

Introduce people to Christ and help them follow Him

Empowered by God to reach others for Christ

**Members Stay**  
*When they are actively engaged in the mission of the church*



**People Visit**  
*When friends invite them*

**People Join**  
*When they feel welcome and connect to worship*



# Finding/Defining Your Mission

## 1. Think You Have a Mission

- a. Do people know it? Can they cite it?
- b. Are people engaged in it?
- c. Is the church living into its mission?

## 2. Don't Have A Mission

- a. What are your gifts? What do you do very well? Talent inventory of members
- b. When has your church performed exceedingly well? Church Flow
- c. What are you known for in your community?
- d. What gap would appear if you closed the doors?
- e. What must you do and be on a daily basis to make positive progress toward your vision?

# My Individual VMMP

**Vision:** Be like Jesus

**Mission:** Love God and Love Others

**Model:** Teaching

**Programming:** Sunday School Teacher, Mission Trip Adult Leader, FISH/COLE Presenter, College Professor, Role Model

# Example of Applying your Mission Statement

## Resolving Conflict

- The Mission Trumps
  - “Mr/Mrs \_\_\_\_\_, I love you and all that you do to contribute to our church, BUT you are not the mission”
- Churches often manage conflict indirectly or through avoidance
- Conflict, when managed, can be healthy and a source of growth, it can build relationships
- Allows issues/differences to be surfaced and addressed



# Resolving Conflict Example



**Action Statement:** *Spreading Christ's Love to Transform Lives*



**Mission Statement:** *Our mission is to provide a place of worship where we can come together as a Christian family to declare the will and purpose of God by preaching and teaching the gospel of Jesus Christ and to perpetuate our attitude of service to the families of our community and the benevolent missions of our Church at large.*

# Adaptive Church Leadership and Mission

*Energizing a community of people toward their own transformation in order to accomplish a shared mission in the face of a changing world*

- Have conviction for your mission
- Calmly face the unknown
- Avoid quick fixes
- Seek new perspectives
- Raise up deeper issues
- Encourage others to learn and transform
- Explore and confront resistance
- Identify gaps between values and actions
- Stay connected relationally
- Experiment with models and programs, but not the mission

# Call to Action

- Fall/stay in love with your Vision
- Marry your Mission [Maintain your Why!]
- Date your Model
- Stay mildly infatuated with your Programming
- You have been selected to lead your church
- Remember that leading people is a privilege
- Be adaptive – Let go, learn as you go, and keep going
- The Mission Trumps

REFLECTION: *What will I do differently as a result of this workshop?*

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**THANK YOU**