

lead
with

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A Mission That Clarifies

SESSION FIVE

The Purpose of a Mission Statement

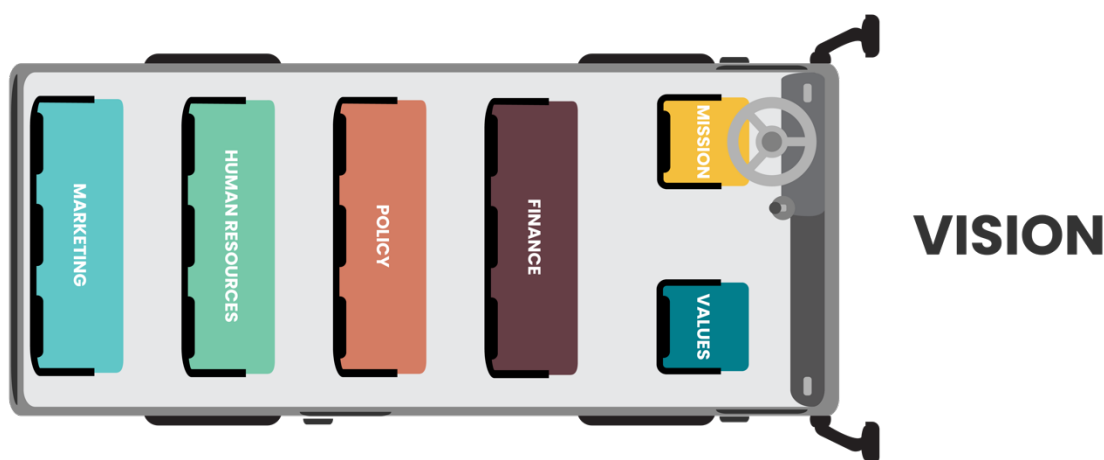
Pray for the Spirit to guide your understanding of how a Mission Statement can truly make a significant difference in how you impact and help grow the Kingdom!

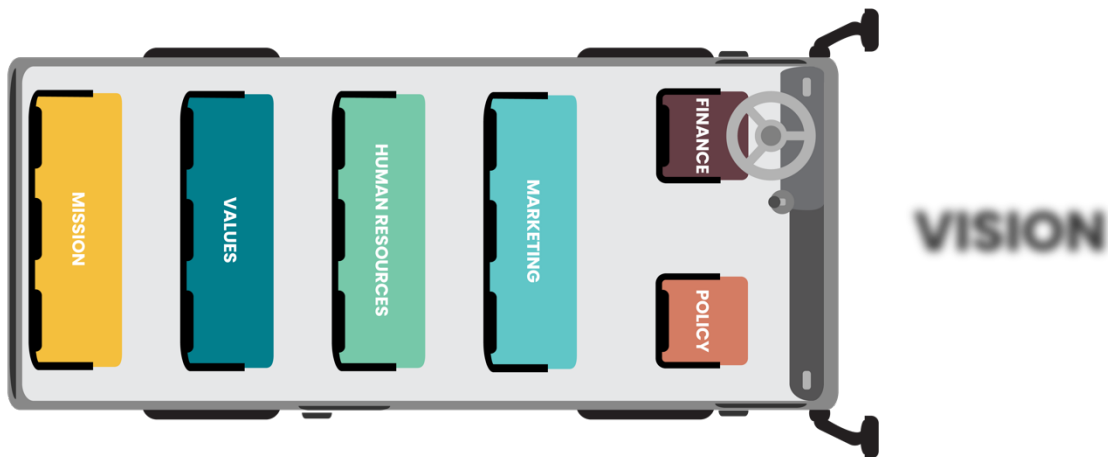
The Mission Statement is THE most important component of any organization. If you have a strong, clear, and concise statement, you'll learn how to navigate any storm that comes your way. If, however, you have a weak, muddy, and cumbersome statement, it will lead to continuous confusion and distraction.

WHO'S DRIVING THE BUS?

We all know that our organization *should* be driven by the Mission and supported by the Values. Reality is, however, Finance and Policy are usually the ones driving the business.

The Bus Analogy helps us navigate this concept.





***FINANCE* was guided by the budget and informed by _____
and Values after, while, MISSION was guided by Values and informed
by _____ and the budget.**

***The mission statement _____ the purpose of an
organization, so that the vision can remain CLEAR.***

DISCUSSION:

Who 'drives the bus' in your organization? Why do you think that's the case?

When was the last time you made a big decision? How did it play out? Can you relate to the 'driving the bus' analogy?

Walk through the process seen in the 'driving the bus' analogy with a project you're working on right now. How does it help your thought process?

SESSION SIX

The Main Components of a Mission Statement

There are so many voices in this sphere, but as I've navigated this topic, I see three main components of a good mission statement. Essentially, a mission statement answers three major questions:

- _____ does your organization exist?
- _____ does your organization serve?
- _____ does your organization do?

1) WHY you do what you do.



Some questions you can ask yourself to determine your 'WHY':

- If a stranger asked you why you do what you do, what would you say?
- What happens if we fail?
- What happens if we don't do, what we set out to do?
- If we stopped doing what we're doing, why would people be upset?

Not every church is the same, but every church needs _____.

HINT: Your WHY will have something to do with your unique context. There's a reason WHY your organization is placed where it is, and doing what it's doing. Yes, it might mean some humble adjustments, but there is a WHY and you can find it!

2) WHO you do it for.

Identifying your WHO helps you bring further clarity to the mission. Sometimes it's obvious, but often, the organization is geared towards a particular group. With that said, it's not good enough to simply say your WHO, the mission has to speak to your WHO.

Sometimes it's more powerful to create a Mission Statement that your 'WHO' will _____, rather than simply stating the 'WHO' you're trying to reach.

Some questions you can ask yourself to determine your 'WHO':

- If a stranger asked you WHO is your church for, what would you say?
- If we stopped doing what we're doing, WHO would be upset?

HINT: Your WHO doesn't have to be an age group, gender, or geographical location, it could be people with a particular mindset, ideology, set of beliefs, or something else. Basically, something that unites a group together.

3) WHAT you do

Most start with the WHAT question and work backwards. The problem with that, however, is it will always lead to more ambiguity – and ambiguity is no one's friend. A mission statement won't completely define what an organization does, however, it should give someone a general idea. Especially in terms of the WHY and WHO.

Some questions you can ask yourself to determine your 'WHAT':

- If a stranger asked me, 'WHAT do we do?', what would I say?
- WHAT are the most important/fundamental things we do?

HINT: Your 'WHAT' should be general and shouldn't tie you down in a particular trend, technology, or other things that often change quickly. For example, a church could include 'worship' in their mission, but probably should stay away from 'how they worship' as that could change over time.

A Mission Within a Mission

Sometimes a mission statement can be created for a part of an organization. Sometimes a department or a division can have their own mission, that operates within a larger organizational mission statement. Some things to keep in mind:

- You can't speak against a broader mission.
- You can hyper focus on the context.
- The focus must be clarity.

DISCUSSION:

What is your WHY? Take some time to define your problem, passion, and proficiency.

Who is your WHO? Take some time to identify the group you're trying to focus on.

What do you do? This is a great time to generally think about the main/fundamental things your organization does.

How can the concept of a 'Mission Within a Mission' help you?

SESSION SEVEN

Jesus' Mission & The Great Commission

Pray before you hear and apply God's Word – let scripture inspire as you lead!

From the very beginning of His ministry, Jesus defined His mission. We read it in Luke 4, when the Spirit descended on him.

¹⁸ "The **Spirit of the Lord** is on me,
because he **has anointed me**
to proclaim **good news to the poor**.
He has sent me to **proclaim freedom** for the prisoners
and **recovery of sight for the blind**,
to set the oppressed **free**,
¹⁹ to **proclaim the year of the Lord's favor**."

5 ESSENTIAL PILLARS:

- 1) Anointed by the Spirit;
- 2) Giving hope to the poor;
- 3) Proclaiming a message of freedom;
- 4) Giving sight to the blind; and,
- 5) Proclaiming the new era.

The Great Commission

¹⁹ Therefore go and **make disciples** of all nations, **baptizing them** in the name of the Father and of the Son and of the Holy Spirit, ²⁰ and **teaching them** to obey

everything I have commanded you. And surely **I am with you always**, to the very end of the age.”

4 GREAT COMMISSION PILLARS (JESUS’ MISSION 2.0)

- 1) Make Disciples of all nations
- 2) Baptize those Disciples
- 3) Teach those Disciples
- 4) Empowered by the Spirit

Instead of assuming everyone speaks the same ‘cultural language’, we need to contextualize the general mission, so that we can reach those who speak that ‘language’.

To quote Paul fully, he said this:

“I have become all things to all people so that by all possible means I might save some.”

DISCUSSION:

What are the differences between Jesus’ mission, and the Great Commission?

What elements of these mission statements are timeless?

What elements can/should be contextualized for your context?

SESSION EIGHT

Mission Statement Examples

This session primarily focuses on different examples found in organizations today and discusses some commentary around what makes each one useful and advantageous.

To help focus on the mission statements themselves, we won't discuss the actual location or names of the local churches and organizations.

"To reach the valley for Christ"

"To revive believers, reach friends, and reflect Christ."

"To help people find God, grow their faith, discover their purpose, and make a difference."

“To lead people into a fully-devoted relationship with Jesus Christ by loving people, cultivating community, and inspiring hope.”

“GROWING together as we WORSHIP, LOVE, and SERVE.”

“To serve others, to pursue excellence, and to grow profitably. Above all, we strive to honour God in everything we do.”

DISCUSSION:

Which examples stand out to you the most? Why do you think they stand out?

Which examples don't stand out to you? Why do you think they don't?

Think about the tension between clarity and memorability. Which examples serve this tension the best? Why?

Think about some of the key words shared in these examples. What key words stand out to you? What are some of the key words or concepts that may work in your context?

SESSION NINE

Common Mistakes We Make

Many organizations have some form of a mission statement, and yet many aren't driven by them. This session focuses on some key mistakes many organizations make when writing and developing mission statements.

The goal is to establish a mission that can lead us forward.

1) WRITING TOO MUCH (TRYING TO INCLUDE EVERYTHING)

2) COMING IN TOO SHORT (USING A SLOGAN)

3) IGNORING WORD CHOICE

4) POSTING IT TO FORGET IT

5) NOT GIVING IT ENOUGH TIME AND SPACE

We really don't know how good an idea is, unless we work through the _____ ideas as well.

6) NOT INCLUDING EVERYONE

The more we include everyone in the mission creation stage, the easier it will be in the _____ and launch stage.

DISCUSSION:

Do these mistakes sound familiar? What mistakes can you add to the list?

After reflecting on these mistakes, what lessons can we learn?

SESSION TEN

Crafting the Mission Statement (Part 1)

Watch the session, take notes, and re-watch the content again, as you develop the mission statement.

1) START WITH _____ AND _____

“[The early Church] devoted themselves to the apostles’ teaching and to fellowship, to the breaking of bread, and to prayer.”

Lord, help us to identify and recognize the mission you have called us to fulfill in our context. We aren't trying to create something new; we simply want to clearly articulate our mission so that we can be as effective as possible. As the Psalmist wrote, 'May the words of my mouth, and thoughts of my heart be pleasing to you.' Amen.

2) _____

1. Brainstorm alone AND in group settings

2. Write, Don't Type

3. Be Free With It

Some questions that could help:

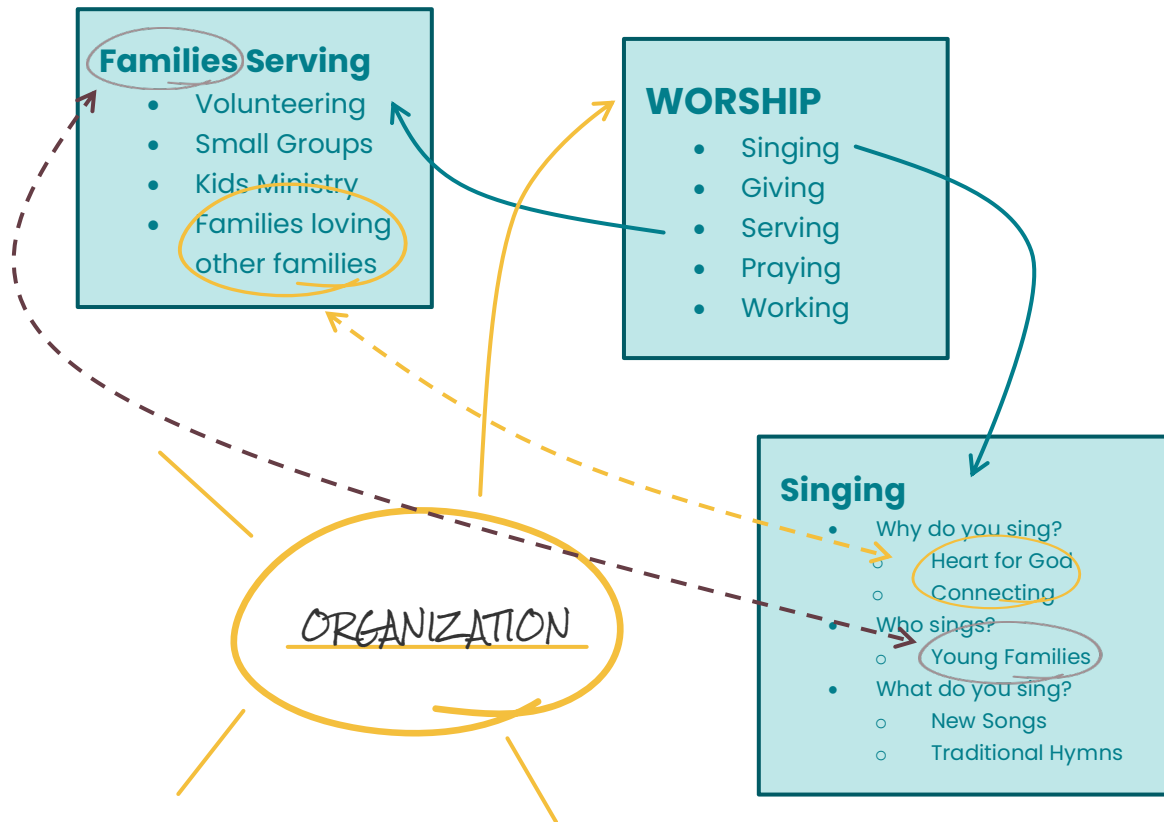
- 1) When did the organization start? And why did it start?
- 2) When was the last time we strategically thought through our purpose?
- 3) What lessons have we learned in the past?
- 4) When people talk about our church or organization, what are we known for?

Discovering the past helps you to _____ repeating the same mistakes, and _____ things that may work now or in the future.

After you spent some time in prayer and scripture, and discovered the history of the organization, you're ready to formulate and shape your thoughts.

EXAMPLE

The Brainstorming Sheet



Why?

Who?

What?

Resource: The Brainstorming Sheet

DISCUSSION:

After spending some time in prayer and reading Scripture, are there any concepts that stand out? How does this approach impact your brainstorming?

After brainstorming, do you notice any common themes, words, concepts, or groups? Use a different colour pen/marker to start connecting the dots.

Session eleven.

Crafting the Mission Statement (Part 2)

Pray for the process of confirming your Mission Statement

3) IDENTIFY IMPORTANT PILLARS

Remember, the pillars describe:

- **WHY** you do what you do.
- **WHO** you do it for.
- **WHAT** you do.

From your brainstorming web of ideas, identify and list the important pillars you notice:

1. _____
2. _____
3. _____
4. _____
5. _____

If you find yourself identifying and listing more than five (5) main pillars, you may want to ask yourself if some of them overlap. Chances are you've identified important aspects of your organization, but they can be summarized better into fewer pillars. **If you're stuck, you can give the process some time and space, or simply reach out for a consultation.**

4) DRAFT A SHORT STATEMENT INCLUDING THE PILLARS

The key to clear and creative writing is to get something on paper first. You can always revise and reword later. Don't worry about wording, length, or if it's catchy. Just start writing!

***Get the ideas on paper;
you can't perfect something that doesn't yet exist.***

5) REFINE, REWRITE, AND REPEAT

The goal is to work towards a clear, concise, and pithy statement that people will understand and remember.

The Ten Line Method

Use the Ten Line Method worksheet to go through this process.

Write a draft line (line one), and ask these questions:

- ☐ What are the key pillars/ideas in this statement?
- ☐ Does it flow well? Is it memorable?
- ☐ Are we using the correct words/language?
- ☐ Can we be more concise?
- ☐ Is it clear?

After you ask the questions, refine and rewrite another version (line two). Keep repeating this process (line three, four, five...etc.) until the mission statement is fine-tuned, and you're excited with how the statement communicates the key pillars.

Follow the example on the next page. This is a fictitious mission statement to show the process of thinking. For the purposes of the example, only two lines are shown.

Resource: Ten Line Method

EXAMPLE

Ten Line Method

LINE ONE.

WE LOVE GOD WITH ALL OF OUR HEART, SOUL, AND STRENGTH SO WE CAN

SERVE PEOPLE, WITH LOVE AND RESPECT, IN ORDER THAT GOD'S LOVE IS SEEN

IN EVERYTHING WE DO, SO THAT THEY CHOOSE TO FOLLOW JESUS AS WELL.

What are the key pillars/ideas in this statement?

Does it flow well? Is it memorable?

Are we using the correct words/language?

Can we be more concise? YES

Is it clear?

EVERYTHING IS INCLUDED, BUT NOT VERY CLEAR

Flows, But - TOO LONG

VERY CHURCH-LIKE IF THE GOAL IS TO COMMUNICATE OUTSIDE OF THE CHURCH, THIS ISN'T GOING TO WORK

KEY Pillars:

LOVE GOD

SERVE PEOPLE

DISCIPLE PEOPLE

LINE TWO.

WE LOVE GOD BY, SERVING PEOPLE WITH LOVE AND RESPECT, AND PROVIDING

AN ENVIRONMENT WHERE OTHERS CAN DO THE SAME.

MUCH SHORTER...

AND BETTER WORD CHOICE, BUT MAY NEED TO WORK ON GETTING THE RIGHT WORD FOR DISCIPLESHIP...

'COMMUNITY' MAY WORK!

KEY Pillars:

HAVEN'T CHANGED

Buzz
WORDS THAT
PEOPLE WILL
UNDERSTAND!

IT'S NOT THE ONLY WAY
WE LOVE GOD THOUGH...
MAY NEED A
DIFFERENT WORD, OR
SEPARATE THE
SENTENCE

6) TIME AND SPACE

Sometimes leaving it, praying it through, sleeping on it, or even just waiting a few days can help with overcoming any writing blocks you may face, and increase your overall clarity.

The People Around You Can Help

Spend time testing drafts with others and revisit some of the people who have already given you input. Make sure to avoid only asking leaders and key volunteers. The goal is to get various views and angles so you can make the most informed decisions.

Ask people the same questions you keep asking yourself:

- ☐ What are the key pillars/ideas in this statement?
- ☐ Does it flow well? Is it memorable?
- ☐ Are we using the correct words/language?
- ☐ Can we be more concise?
- ☐ Is it clear?

7) CONFIRM YOUR PITHY MISSION STATEMENT

CELEBRATE!

DISCUSSION:

What did you notice about this process? Did anything surprise you?

How did your key pillars start to form and develop as you rewrote each line? Did they change?

As you thought about your WHO, how did it impact your word choice and language?

How did the views of others contribute to clarity and word choice?

How did you celebrate, when you confirmed your mission statement?