

# Creating Our Mission Statement

## Discussion On “The Unstuck Church” – Chapter 3: Strategic Growth, Part 2

Let's kick the tires on the five major points that make up the second half of the chapter:

### Build a Strategy to Accomplish Your Vision: Good Stewardship Demands a Good Plan of Attack

1. What does Morgan mean by the phrase “mind the gap”?

*“What makes people work is an idea worth working for, along with a clear understanding of what needs to be done.” (Michael Gerber) The ideas worth working for are your mission and vision. The mission answers the question of why you exist; the vision addresses where you are headed. The “clear understanding of what needs to be done” is addressed by your strategy, which puts legs to the vision.”*

### Implement Systems Around Common Touch Points: Don't Let One Person Become a Bottleneck to Helping More People

3. How does Morgan define a “system”?

The day-to-day methods for executing the ministry strategy.

*“During the momentum growth phase, these systems start to form, but they're typically handled by one person. Instead of documenting that process in writing and equipping others to share the responsibility, one person becomes the system.”*



Morgan lists a half-dozen benefits of having carefully defined systems, and writing them down (pp.74-76). What are they, and which ones are important to you?

*“To build your list of necessary systems, think about the key touch points where you interact with people. These are the instances when someone wants to take a next step.”*



See the attached article, *The 8 Vital Systems Of A Healthy Church*. But **BEFORE YOU LOOK** try and figure out what those 8 systems would be.

How would you evaluate FBC’s system’s definition? What’s one project we’re working on this summer to address our weaknesses in this area?

### Adjust Your Structure to Reflect Your Strategy

*“Count the people in your regular ministry staff meetings. That includes all the pastors and all the ministry directors. As the church grows, this group will eventually exceed eight people. When that happens, the focus naturally shifts to ministry-specific conversations (youth, kids, women’s groups, events, etc.). It becomes a kind of representative form of government, where each leader comes to represent their specific ministry area. The conversations about overall church health and spiritual growth get squeezed out. Everyone begins to protect their turf. The meetings are more about execution than they are about vision and strategy.”*

In a healthy church, what should be true about the church’s structure? (pp.79-81)

- Your structure should reflect your **strategy** to accomplish your vision.
- Your structure should play to the **strengths** of the people on your team.
- Your structure should connect every **ministry program** to the senior leadership team.
- Your structure should support **future** growth.

## Clarify the Discipleship Path: Keeping People Busy in Ministry Activities Doesn't Produce Spiritual Growth

A Key Question We Must Answer: What will we do with the **brand new** Christians?

*“Based on findings from the most effective churches, the “more is better” way of thinking is not the best route for people who are new to a church, and it is particularly unsuitable for people who are taking their first steps to explore the Christian faith . . . .*

*Instead of offering a ministry buffet with multiple tempting choices of activities and studies, these churches make one singular pathway a virtual prerequisite for membership and full engagement with the church. In other words, you will need to add ministry programming to help people take their next steps. But those programs need to be focused. The path needs to be clear.”*



What do you think that might look like?

### **But Beware!**

*If you do [create a focused, simple discipleship path], you will avoid the biggest challenge that declining churches face on the opposite slope of the life cycle, namely, complexity. In these churches, multiple ministries compete for people's time and attention. Churches become bloated over time as new ministry programs are added but nothing is ever taken away.*

## Increase the Leadership Capacity of Your Team: Leadership Isn't Leadership If It Isn't Released to Others

*“Leadership isn't leadership if it isn't released to others. Because of that, it's important to ask: Is my leadership more about getting people to do what I want them to do or helping people be who God designed them to be? Am I entrusting leadership to other capable people or am I just delegating tasks? If I wasn't here, would the ministry continue to grow without me?”*

## It's Time To Write Our Mission Statement!

The following exercises are inspired by a workshop written by nonprofithub.org, and can be found at the following website:

<http://www.jeffersonawards.org/wp-content/uploads/2016/10/Mission-Statement-Exercise.pdf>

First, let's review our work:

### Jesus and the Early Church were focused on:

<i>Discipleship / Equipping</i>	<i>A Growing Church / A Healthy Church</i>	
<i>Holiness</i>	<i>Forgiveness / Repentance</i>	<i>Prayer</i>
<i>Staying Close to God</i>	<i>Shepherding</i>	<i>Worship / Love God</i>
<i>Evangelism / Witnessing</i>	<i>Belief / Faith</i>	<i>Service</i>
<i>Love / Caring for the Weak</i>	<i>Welcoming / Health</i>	

### If we could boil it down to 3-5 main ideas:

*Discipleship / Equipping / Shepherding / A Growing & Healthy Church*

*Evangelism / Witnessing*

*Service / Love / Caring For The Weak / Welcoming / Health*

*Worship / Staying Close To God / Prayer*

*Holiness / Forgiveness / Repentance*

*Belief / Faith\**

\* *Belief / Faith* we found to be the foundation beneath each of the other categories. It is our belief, faith and trust in Christ that compels us to disciple & equip, to share our hope, to serve & love, to worship & pray, and to pursue holiness and repentance.

## Step 1: Storytelling

Time: 10–20 minutes



One of the fastest ways to the heart of your mission is the stories your group already has.

1. Split your large group into several small groups of 3–5 people each. Make your groups as diverse as possible.
2. Each member of your mini-group gets a few minutes to share a story. This question can prompt some good ones:

*"What does it look like when we're doing our best work?"*

3. Don't have any story yet? **Make one up.**

*"What would it look like when we're doing our best work?"*

4. Write details out on your notecards or paper. You'll be sharing stories with the large group soon. Don't forget them.

*My Story:*

5. Look at the stories you've written down as a group. Identify every time you mention **a specific place or a person**. **Circle them** so you can identify them later.

**e.g.**

"In **Rwanda**, we got to help **Bagina's family** easily get clean water which allowed the four **children** to focus on school work instead of spending days sick from bad water and nights walking hours to carry back water from the dirty river."

6. Now **draw a square** around any mention of your organization **making a difference and taking action**. *(It's ok to overlap your squares and circles.)*

**e.g.**

"In Rwanda, we got to **help Bagina's family easily get clean water** which allowed the four children to focus on school work instead of spending days sick from bad water and nights walking hours to carry back water from the dirty river."

7. Finally, **underline** anytime something in the story **changes for better or results from your work**.

**e.g.**

"In Rwanda, we got to help Bagina's family easily get clean water which allowed the four children to focus on school work instead of spending days sick from bad water and nights walking hours to carry back water from the dirty river."

**Step 2: Sharing**

Time: 20–25 minutes

<b><i>OUR SPHERE OF INFLUENCE</i></b>  <i>Who? What? Where?</i>	
<b><i>OUR ACTIONS</i></b>  <i>What we do</i>	
<b><i>OUR IMPACT</i></b>  <i>Changes for the better</i>	

### Step 3: Craft your statements

Time: 5–10 minutes

Time to get back into your original small groups and craft a mission statement.

1. Split back into your small groups.
2. As a group, you're going to write a mission statement for your organization that incorporates the Big Ideas you identified as a large group (*They should still be somewhere everyone can see them.*):



- Don't worry about word choice. This is the easiest part to nitpick and the least important for your final statement!
- Keep it short. Many of the best mission statements have fewer than 10 words.
- Keep it simple. Too many nonprofits have long, flowery mission statements that sound toiled over.
- Say it out loud. Does it sound awkward? Memorable? Catchy? Human?
- The disagreement test: If no one would disagree with your statement (things like "make the world better" or "act with integrity") then your statement is too generic. Don't hide behind clichés!

*Our Mission statement:*

## *Mission statements From Other Groups:*

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### Your Assignment for Next Week:

- Read through Chapter 4 – “Sustained Health” in “The Unstuck Church”.
- A “wordsmith” team of 3 people should fine-hone the statements we’ve drafted, and submit a “final draft” to us next week.
- Continue to work on the exercise we gave you 2 weeks ago: Prayerfully dream about what you would like to see FBC looking like 3-5 years from now. Write a paragraph describing what you see. Write a second paragraph outlining what we will have done to arrive at that place. These thoughts will give shape to our Vision statement.