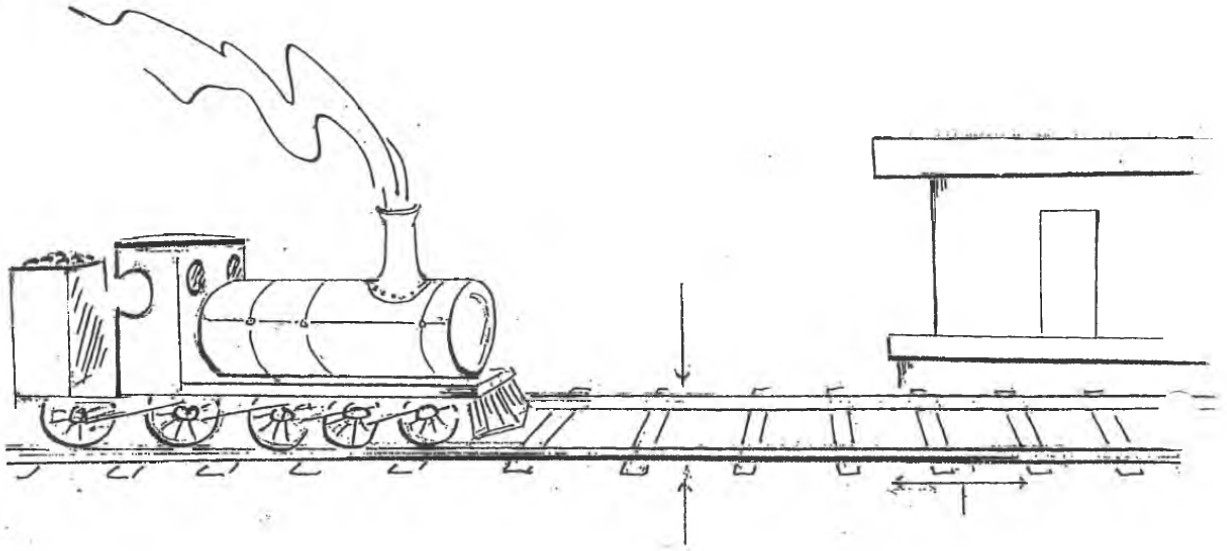


# The Importance of Purpose, Values and Vision



**Purpose:** *Why we exist*

**Values:** *The way we operate, the way we do things around here.*

**Vision:** *Our next destination, a word picture of what we think the future might look like under God.*

## Principles

**Purpose:** *is determined biblically*

**Values:** *are uncovered not created*

**Vision:** *is imparted by God, discovered through prayer, & acknowledged by the church body.*

## **Developing a Purpose Statement**

*Purpose is why we exist*

- Biblically Based
- Usually one sentence
- Over-arching rather than specific
- Can be applied to most churches
- It will never go out of date

“A good mission (purpose) must be broad, comprehensive and overarching. It is the primary goal, mandate or charge that is over all other goals.”

Malphurs, *Advanced Strategic Planning*, 105

## **Developing a Values Statement**

*Values describes the way we operate*

- Values are uncovered not created!
- Are in the DNA of a church
- Are recognised by a “gut reaction” (emotive response)
- Build quite slowly & change very slowly

They may need to be changed if they are unbiblical. This will take time and involves a change in organizational culture.

“The constant, passionate, biblical core beliefs that drive the ministry.”

Malphurs *Advanced Strategic Planning* 83

For reflection:                    *“Values eat vision for breakfast.”*

## **Developing a Vision Statement**

*Vision is our next destination. A word picture of what we think the future might look like (under God)*

- Vision is imparted by God, discovered through prayer, & acknowledged by the church Body
- Vision is the specific picture of our future
- Vision typically has a life span of 2 to 5 years

“A vision is a target that beckons.”

Bennis and Nanus, *Leaders: The strategies for Taking Charge*, 88.

## **Developing a Strategic Plan**

*Strategic Goals: are the individual goals or steps we must take to reach our vision*

Each step should be SMART

- **S**pecific
- **M**easurable
- **A**chievable
- **R**elated to reaching the vision
- **T**imed