



TOPIC 4:

MISSION & VISION WORK



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GOAL:

- To craft your streamlined mission and vision statement

PURPOSE:

- To be able to clearly state so you can identify the work you can be doing right now
- To be able to clearly state your vision (*i.e. what you expect to see as a result of doing the work*)

Topic 4 Handouts Include:

- Streamlined Mission & Vision Handout

Supporting Handouts to help you think through your mission and vision more deeply

- Mission Statement Creation Process
- Brief Visioneering Process

Reference Texts: *The Path by Laurie Beth Jones & Visioneering by Andy Stanley*

PROCESS:

Step 1: Read the Streamlined Mission & Vision Handout and see what's being asked of you; if you need more clarity to craft your mission and vision **please complete Steps 2 and 3**

Step 2: (*Optional*) Read and Complete Mission Statement Process (***Understand what a mission IS and IS NOT***)

Step 3: (*Optional*) Complete the Brief Visioneering Process by responding to the prompts

Step 4: Now that you're clear, take your work from the previous steps and craft your streamlined mission and vision. Your mission and vision should be similar to the examples provided

Messenger Notes/Reflection Point: It is important to be able to succinctly share your mission and vision. It allows you to be clear about the true work you should be embarking on. A clear vision will also let you know when you are on the right path and when it may be time to course correct.

Your mission and vision also needs to be clear for those who are called to partner with you and for those you are called to serve. When you are not clear the ideal results will never appear. Your mission and vision statement will literally determine all you will do and all you will accomplish; so take the time to really get clear and make it plain so you can run with it!



Streamlined Mission & Vision

Key Terms:

Call/Mission: Who I was sent here to **BE**, what I was sent here to **DO**; who I was sent here to **SERVE**.
Your mission is the work you will do now, so your vision can be realized.

Vision (to see): What you want to **see** as a result of living into your mission (i.e. doing the work of your mission)

Action Items:

When we share our mission and vision with others it needs to be so **simple** even the youth can understand it, and you should be able to recite it without hesitation.

They should have a basic understanding of your mission and vision immediately after reading it and/or hearing it.

Run your mission and vision by some folks to ensure they don't get that "**Huh?/glazed over**" look after you share it. If you find yourself doing a lot of explaining after you've shared it, more clarity (or simplifying) is needed.

So here's what's needed...

MISSION: Your mission should simply state what you are called to do (**action words**) and **for whom** are you called to do it for (people/groups/causes)?

And remember you are **called to somebody**, *not everybody*, so begin locking in on your specific tribe members (target audience).

I know we want to help the world but that is way too vague, and as long as we are too general we'll be throwing resources out at random.

Example mission statement: My mission is to help transformational leaders (women messengers) to identify, clarify and refine their God-given message so they can reach their tribe.

VISION: Your vision should simply state what you **would like to see** as result of living into your mission.

Example vision statement: My vision is to see God's Messengers equipped with the needed clarity and resources to begin reaching their tribes.

These concise versions of our mission and vision statements are what we're aiming to articulate, so let's make sure it passes **THE CLARITY TEST** (run it by others until there's no doubt that they get it.)



My Mission & Vision

Streamlined Mission:

Streamlined Vision:



TOPIC 4: MISSION STATEMENT PROCESS

GOAL:

1. To review what an unsuccessful mission statement is and what a **SUCCESSFUL mission statement** is.
2. To write your simple/personal mission statement in one easily understandable sentence.

PURPOSE:

1. To get so clear on what a mission statement **is not** that we cannot confuse who we are and our life's mission with a counterfeit.
2. To take a serious look at who you are and how you view yourself, by reflecting on the past and what you see yourself offering in the future.

Topic 3 (Part 2) Handouts Include:

- Mission Reminder
- Mission Statement Creation

PROCESS:

Step 1: Choose your **VERBS**

Step 2: Clarify what service/message you would like to deliver or cause you would like to influence.

Step 3: Clarify who the recipients of your service/message...are. Who or what cause will you serve
(*Note – every cause/group/community may not be represented on the list so feel free to add what fits you.)

Memorize your mission statement. Recite it to at least 2 people you can be accountable to. Commit to moving in the direction of your mission, if you haven't already.

Messenger Coach Notes/Reflection Point: It is key to identify your mission, because it will allow you to gain a laser-like focus. When you have a sense of what you should be doing, **you will know what to say yes to** and what to say no to.

Another simple question I like to ask people to get a quick glimpse of their mission is **“if you were a superhero, who would you come to save?”** If you are willing to put on a tight suit to come save a specific group, then it must be a part of your mission!



MISSION STATEMENT CREATION PROCESS

Before you get started on this mission statement process, let's clarify what a mission statement is and what makes a mission statement unsuccessful.

A Mission Statement is:

- A mission statement is **specific**, not generic. (*Generic would be...I want to help people...this is not specific enough. What people? Youth, elderly, toddlers?*)
- Your mission statement is **what you're about** and **what you were sent here to do**.
- When you know your mission, decision-making becomes easier because now you have something against which to measure your activities.
- A personal mission statement acts as both a harness and a sword, **harnessing you to what is true about your life, and cutting away all that is false or secondary**.

An unsuccessful or inadequate mission statements will have these characteristics:

1. They are uninspiring. (*Ex. To survive, get by, retire by age 55...*)
2. They are for the benefit of one person or one party only. (*Ex. To beat USC, to own a Mercedes, to put the competition out of business...*)
3. They are not understandable to others...(*Ex. To have a philosophical undergirding of truth in a metaphorically literal society.*)
4. They are too generic and ordinary. (*Ex. I am here to serve. Serve who? How? Why?*)

Four simple suggestions/elements to creating a successful mission statement:

1. It will fit your unique personality
2. It should be no more than a sentence long.
3. It should be easily understood by a 12 year old.
4. You should be able to recite it BY MEMORY at gunpoint!



I'M ON A MISSION!

PART 1: Every mission **requires action**, and action words are **VERBS**. Below is a list of verbs. Pick out 4 verbs from each column which most excite you. Then from that list select the **ultimate 3**. These are the action words which will shape your future activities.

Accomplish	Decide	Gather	Participate	Satisfy
Acquire	Defend	Generate	Pass	Save
Adopt	Delight	Give	Perform	Sell
Advance	Deliver	Grant	Persuade	Serve
Affect	Demonstrate	Heal	Play	Share
Affirm	Devise	Hold	Possess	Speak
Alleviate	Direct	Host	Practice	Stand
Amplify	Discover	Identify	Praise	Summon
Appreciate	Discuss	Illuminate	Prepare	Support
Ascend	Distribute	Implement	Present	Surrender
Associate	Draft	Improve	Produce	Sustain
Believe	Dream	Improvise	Progress	Take
Bestow	Drive	Inspire	Promise	Tap
Brighten	Educate	Integrate	Promote	Team
Build	Elect	Involve	Provide	Touch
Call	Embrace	Keep	Pursue	Trade
Cause	Encourage	Know	Realize	Translate
Choose	Endow	Labor	Receive	Travel
Claim	Engage	Launch	Reclaim	Understand
Collect	Engineer	Lead	Reduce	Use
Combine	Enhance	Light	Refine	Utilize
Command	Enlighten	Live	Reflect	Validate
Communicate	Enlist	Love	Reform	Value
Compel	Enliven	Make	Regard	Venture
Compete	Entertain	Manifest	Relate	Verbalize
Complete	Enthuse	Master	Relax	Volunteer
Compliment	Evaluate	Mature	Release	Work
Compose	Excite	Measure	Rely	Worship
Conceive	Explore	Mediate	Remember	Write
Confirm	Express	Model	Renew	Yield
Connect	Extend	Mold	Resonate	
Consider	Facilitate	Motivate	Respect	
Construct	Finance	Move	Restore	
Contact	Forgive	Negotiate	Return	
Continue	Foster	Nurture	Revise	
Counsel	Franchise	Open	Sacrifice	
Create	Further	Organize	Safeguard	



Write down your 3 most meaningful, purposeful and exciting verbs here.

_____ , and
_____.

PART 2: What do you stand for? What principle, cause, value, or purpose would you be willing to defend to the death or devote your life to? For example, some people's key phrase or value might be "joy" or "service" or "justice" or "family" or "creativity" or "freedom" or "equality" or "faith" or "excellence." What is your core? Write the word or phrase down here:

PART 3: Who are you here to help? Every mission implies that someone (or something) will be helped. (*Ex. A nation will be freed, a bird will be returned to its nest, the elderly will know they are loved and cared for.*) Who is it that you were sent here to help? The more specific you can be, the more focused and powerful your energy will be. (*Jesus said, "I came to help the lost sheep of Israel" and because he was clear on his "for whom" he stayed within a 30-mile radius of his home, teaching, healing, and preaching to "the lost sheep of Israel".*)

Get clear on who you really want to serve, be around, inspire, learn from, and impact in a positive way. Below is a list of groups and/or causes. Pick the 3 that most attract you.

Environment	Government	Animal Protection	Labor Relations
Family Issues	Youth	Labor Relations	Travel
Education	Roads & Bridges	Literacy	Finance
Media	Business	Border Issues	Real Estate
Entertainment	Non-profit	Civil Rights Issues	Printing &
Health Care	Agencies	Sexuality Issues	Publishing
Elderly	Churches	Fashion	Religion
Infants/Children	Synagogues	Art	Community Dev.
The Poor	Spirituality	Books	Research
The Homeless	The Ill & Disabled	Music	Women's Issues
Immigration	Public Safety	Movies	Gardening
Energy	Human	Design	Broadcasting
Agriculture	Development	Sports	News/Journalism
Justice System	Child Protection	Food	Performing Arts
Parks &	Child Care	Reproductive	Men's Issues
Recreation	Justice	Issues	
Veterans	Home Health Care	Computer	
Substance Abusers	Water Rights	Technology	
Nutrition	Defense	Administration	
Law	Animal Rights/	Management	
Politics	Care	Construction	



Pick the one **group, entity or cause** you would most like to help or impact in a positive way.

Write down that cause, entity, or group's name here: _____

Putting It All Together...

This is the formula for your mission statement.

PART 1 + PART 2 to, for, or with + PART 3 = Mission Statement.

My mission is to:

_____, _____, and _____
(your 3 verbs)

(your core value or values)

to, for, or with

(the group/cause which most moves/excites you)

EXAMPLE: My mission is to help transformational leaders **identify, clarify, and refine** their God given message so they can reach their tribe.

Write yours here:

My mission is to _____



BRIEF Visioneering Process

Visions are often born in the soul of a man or woman who is gripped by a tension between **what is** and **what should be**. Are you gripped by a particular tension? If so, take some time to describe.

1. What's bothering you? Concerning you?

2. What is the solution (as you currently see it)?

3. WHAT SHOULD BE?

Have any of your burdens begun to feel like a moral imperative (**like something just has to be done**)? What do you feel like must be done? What do you want others to understand/grasp about this problem/issue/need?

- What is your ideal/preferred future (paint us a picture)? What **problem/challenge/issue** does your vision propose to solve?



Things to think about as you answer this question:

- What might or might not happen if your vision does **NOT** materialize?
- If your vision addresses a potential problem rather than an existing one, state it as such. *(For example: your vision for your family may be to protect its relational integrity, so you don't become a group of strangers living under one roof.)*
- In many cases, a vision will address an existing problem that may not appear to be a problem to the casual observer. Remember, to the degree you enable people to see the world around them **THE WAY YOU SEE IT**, to that degree they will be willing to listen to your solution to the problem. As long as your tribe is blind to the problem at hand, they will have little interest in hearing about your proposed solutions.

With these things in mind, state the existing or potential problem related to your various visions.

What is your proposed solution?

- It is only when the images which fill your mind are accurately conveyed to the minds of your audience that the vision has been cast. Take whatever time is necessary to develop a clear verbal picture.
- Begin by writing down a list of adjectives that describes what **COULD BE** and **SHOULD BE**.



- Now begin forming sentences that describe your preferred future. To spark your own imagination, you may want to start with the phrase, I imagine or I see...
 - I see a family that...
 - I imagine a company that...
 - I see a church where...
 - I imagine a world in which...

Answer the following questions concerning YOUR vision.

1. Why must I see this vision through to the end?

- What difference will it make? What is there to gain? What is there to lose? What's at stake? Why should I attempt this?



2. Why must it be done now? What do I stand to lose by waiting? What evidence have I seen that God is involved?

3. What is the divine potential of my current vision? What about your vision has eternal consequences?