



Mission Statement *Transformation*

Internal Messaging That Inspires People

*This teaching will guide you in creating a
compelling **vision statement**, **mission statement**,
one-liner, and **values** for your church.*



Pop Quiz



What is your church
vision statement?

Many pastors cannot name their **vision** or **mission statement**, recall their **values** or give a **compelling reason** to attend their church.

“If you want your followers
to bleed you have to
hemorrhage.”

Dr. Howard Hendricks

You Need to Lead by
Example.

If you cannot **easily repeat** these things, how can you expect your staff, leaders, volunteers, or members to?

If your teams has not internalized these guiding principles then how can you be sure guest are experience **consistent and correct culture**?

*The reality is you are **losing traction** in your culture of you do not have a compelling vision that is **repeatable and inspiring**.*

“Leaders create culture by
what they promote and
what they allow.”

Dr. Henry Cloud



Vision & Mission

Your vision and mission statements are **the heart of your brand** guiding your church does and serve as **the foundation** for all other branding elements.

Statement *Tips*

Vision: Your vision paints a picture of the world as it could be if your church fulfills its purpose. It's about inspiration and the impact you aim to make.

Mission: Your mission is the roadmap to achieving that vision. It describes the specific actions your church will take to bring your vision to life.

Statement *Tips*

Keep It Clear: Avoid church jargon and insider language. Your statements should be easy for anyone to understand.

Make It Memorable: Use concise and compelling language that inspires action and sticks with people.

Statement Tips

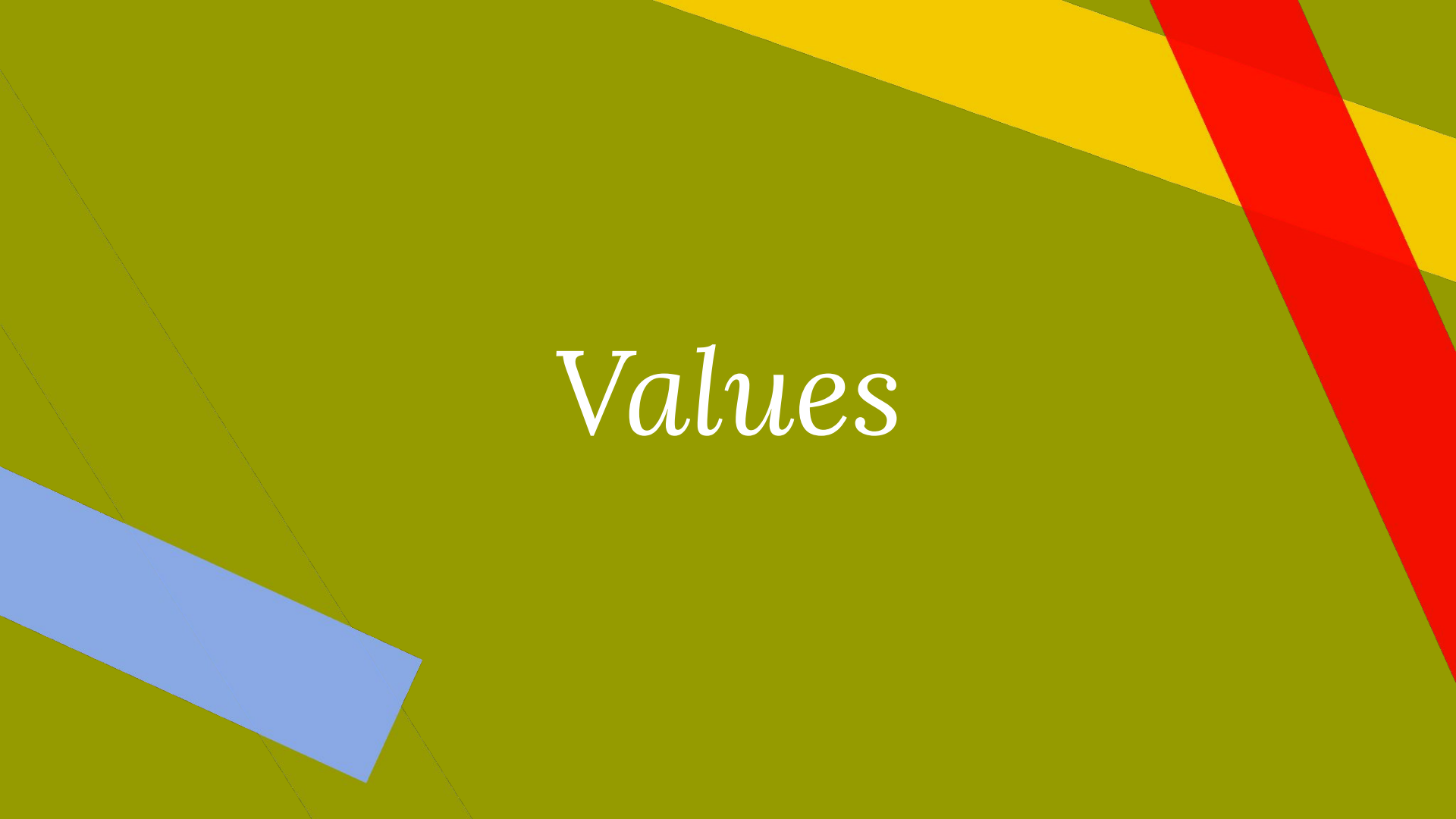
Connect Emotionally: Great vision statements evoke a sense of purpose and belonging. They should resonate deeply with both insiders and outsiders.

Be Specific: Clearly define what sets your church apart and your unique role in your community.



By clearly defining your vision and mission, you create a foundation that

1. Guides your church internally.
2. Helps your community understand why your church exists.
3. Helps guest understand how they can be part of the journey.



Values

Your values are the **guidelines of your church's culture** and decision-making. They are the handlebars to your culture that your members can grab ahold of.

Values define what your church **stands for and aspires to be**. Clear and concise values make it easier for people to **connect with your mission** and understand what sets your church apart.

Values Tips

Clarity Over Creativity: Do not force them to rhyme, start with the same letter, or fit in a mold. Clearly state what's important and do not sacrifice clarity for cuteness.

Simplicity Over Complexity: Avoid over complicating your values by trying to say everything about your church. Focus on straightforward statements that everyone can understand.

Values Tips

Brevity over Longevity: Limit your values to 3-5 core principles that are easy to remember and consistently apply. More than 7 is too much.

Their Perspective Over Yours: Craft values that resonate with the people you want to reach, not just those already inside your church.



A Reason to Go to Church

If someone asks you why they should go to your church what would you say?

*Stating your vision and mission is a great start, but there is a way to make this **more personal**.*

Donald Miller's **one-liner** framework help you open a story loop and give a **compelling reason** for your church's existence.

A **one-liner** is s a short phrase this give a **problem**,
solution and a **benefit**.

You can use it on your **website** and in **conversation**.

Values Tips

Clarity Over Creativity: Do not force them to rhyme, start with the same letter, or fit in a mold. Clearly state what's important and do not sacrifice clarity for cuteness.

Simplicity Over Complexity: Avoid over complicating your values by trying to say everything about your church. Focus on straightforward statements that everyone can understand.





Title in one *or two lines*

Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Nullam
rutrum odio eu risus lacinia, nec
fringilla elit fringilla. Nam placerat
cursus justo, sed fermentum justo
tristique euismod.

“Neque porro quisquam est
qui dolorem ipsum quia
dolor sit amet, consectetur,
adipisci velit...”

Lorem ipsum dolor sit



Title in one *or two lines*

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Duis ut lacus ac felis bibendum.
- Aliquam dignissim orci placerat viverra pulvinar.

Title in one
or two lines

Subtitle in one line

Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Nullam rutrum odio eu
risus lacinia, nec fringilla elit fringilla.
Nam placerat cursus justo, sed
fermentum justo tristique euismod.
Nulla nunc erat, sollicitudin porta
scelerisque et, hendrerit nec tellus.
Integer suscipit imperdiet ipsum, nec
gravida metus dapibus eu.



buildthechurch.com