

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?

Lead by
example.

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

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

Lead by
example.

You need to **internalize** these guiding principles so that they **overflow** out of you if you expect them to at least trickle from your team.

The reality is you are **losing traction** in your culture if 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

A clearly defined *vision & mission:*

Guides your church internally.

Helps your community understand **why
your church exists.**

Helps **guests understand** how they can
be part of the journey.

Your Brand is your *cornerstone*

Your vision and mission statements are
the heart of your brand.

They guide what 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.

Values



Values & *Culture*

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 & *Mission*

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 overcomplicating 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 about 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



Make it *Personal*

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**.

Create a *One-Liner*

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

A **one-liner** is a short phrase that gives a **problem, solution** and a **benefit**.

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

Build *the* Church