

**LIVING WATER ASSOCIATION, OHIO NORTHEAST, UCC**  
**Discovering Vision and Mission | WHY/Purpose and Calling**  
**A short process**

**VISION/PURPOSE:** Aspirational – the aspiration of what you believe God is calling you to be. It is your WHY  
Aspirational, motivational, inspirational

**MISSION/CALLING:** Practical – the practical steps toward fulfilling the vision. It is your HOW  
Practical, doable, implementable and relevant to the times

**VALUES:** What is important to you? What do you value?

**GIFTS AND STRENGTHS:** What are the gifts of this community. What does it do well?

**STRATEGIC PLAN or EVERYDAY ACTIVITIES** – list them

- What do you do, how do you reach out to others?
- What do you value?
- What are your goals?
- What are your Strengths, Gifts and Opportunities?
- What is your story? Your story that gives you identity

**VISION BOARD:** List them

- Who does your church help and reach out to?
- What is the purpose of your church/business?
- How do you want to make the world a more loving place?
- How can you heal pain in the world or what issues can you resolve?
- What's your ultimate aim/purpose for the church?

**DISTILL TO THE ESSENTIALS**

From the above lists and the information gathered, discard that which is not core and central to the church

When you finish this step you have the words for your “basic vision”, which you’ll have to flesh out

**WRITE**

Take the “basic vision” and craft it into a statement

Use short words and sentences to keep it engaging

Focus on what the church does for people and how it impacts lives