

LIVING WATER ASSOCIATION, OHIO NORTHEAST, UCC
Vision and Mission | WHY/Purpose and Calling
A simple brief process

DEFINITIONS:

VISION/purpose/direction: Vision is aspirational, what you believe you are called to be. **It is your WHY** and direction. It can hardly be reached.

MISSION/calling/commission: Mission is practical, it is how you fulfill your vision. **It is your HOW**, practical, doable, implementable and relevant to the times

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

PROCESS:

PREPARE A VISION/CHALK BOARD. RECORD THE ANSWERS TO THE FOLLOWING:

Current strategic plan:

- What does the church do and how does it reach out to others?
- What does the church/you value
- What are the church's strengths and gifts, as well as opportunities – what does it do well,
- What is the church's story? The story that gives you identity

Current values and purpose

- 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 information gathered and recorded on the vision board discard that which is not core and central to the church.

When you finish this step you have the core values of the group, hence the words for your “basic vision” which you'll have to flesh out

WRITE

Take the words and form a sentence or two that will express your “basic vision”

Use short words and sentences to keep it engaging

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