



PURPOSE

Our purpose is our deep sense of why. It's the ultimate reason you exist and is rooted in Scripture. It's not going to change and it will always push us forward. Because of this, we'll never really accomplish it and it doesn't have an end date.

MISSION

While our purpose is eternal, our mission needs a due date. NASA's current mission is to land people on Mars. When they accomplish it, they will ask, "What's next?" Give our mission a due date and make sure everyone in our church can be involved.

TARGET AUDIENCE

Most churches say "everyone" and while that's a great sentiment, it could set us up for confusion. Instead, think through who we are and what we do, and wrestle through who we are called to reach and most likely to reach.

VALUES

Values are words or phrases that describe who we are and how we behave. Some can be aspirational, meaning we're striving to personify them. Some can be obvious (i.e. we believe the Bible), but we should try to be specific.

DISTINCTIVES

Similar to core values, but an opportunity to be even more descriptive. This is what makes us different from every other church in town. This is where we reflect our unique DNA. These often show up in our communication.

KEYSTONE MINISTRIES

Our church does a lot of things, but not all of them are equally important. Call out the ministries that hold our church together. What would fundamentally change our DNA if they went away?



3-YEAR OUTLOOK

This is a place to crystallize our mission, vision, and goals and describe what our church will look like a few years from now. By giving words to our picture of the near-term future, we help people see where we're going. We're not trying to be artistic with our language, but specific in how we describe the future.

ANNUAL GOALS

Our goals originate from our purpose and mission and we're tracking success through metrics and reporting. The intent is not to have too many, but to lift up a handful of goals that will be easy to understand and track. Alignment happens here.

90-DAY FOCUS

As our entire team pursues our annual goals, how can we make significant progress in the next 90 days? By breaking our goals into smaller chunks, we're more likely to make progress.