

THE *Big 3*

EPISODE: 330

TITLE: **How You Communicate Vision & Values Shape Mission**

Are your church's vision statement and values compelling enough that people will give their lives to it?

Here are three key things to believe and consider about communicating Vision and Values...

1. **Language creates culture.** Don't be stuck using outdated, unconnected language that sounds more like a business than a family on mission. How we speak about WHO we are and WHAT we are doing will shape the ethos and trajectory of your church, community, and family. Choose your words carefully.
2. **Without vision, your people will perish.** And vision leaks. Your vision will need to be over-communicated and woven into everything you do and say. Ask yourself: Is your vision compelling and worth people giving their life to?! Is the way you communicate your vision and values understandable and inspiring to the average person? To a not-yet-believer? (It needs to be.) Could they communicate it clearly to others?
3. **Do the hard work.** Craft your Vision, Values, and Vehicles, and be sure to identify how, specifically, you will measure your progress and success. Many of the disagreements over ministry philosophy come down to not having clearly defined Vehicles so everyone understands why you are doing what you are doing, when, and how.

[Vision and Values Statement Worksheet below.]

If you like to learn more about coaching and mentorship with Caesar and his wife, Tina, and learn to live a lifestyle of discipleship and mission, new cohorts are beginning soon.

We'd love to talk to you! **Check out:** everydaydisciple.com/coaching

Thanks for listening... I'll see you in the next episode!

Caesar

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- Vision is about Kingdom life lived out together, and Values are about relationships (identity-based).
- Vision is the call of a community to represent God and his coming Kingdom.
- Our Values are about the call to a relationship of oneness with God and with each other (identity).
- Vehicles help us “move people from one place to another”. They help us live out and accomplish our Vision.
- Valuation is an understanding of how we measure what we’re doing and its effectiveness in making disciples.

VALUES STATEMENT WORKSHEET

The question you are ultimately answering: What do we value, believe and embrace in connection to our God-given Identity.
(Family, Missionary, Servant, Disciple) And perhaps the “why” connected to this.

	ANSWERS
1. How can you express your value of being sons and daughters of God?	
2. How can you express your value and belief that you are living as ‘sent ones’ (vs. closed, inward focused group)	
3. How can you express your value of living as “get to” servants?	
4. In what ways do you value BEing disciples of Jesus sent to make more disciples?	
Put it all together...	

VISION STATEMENT WORKSHEET

The question you are ultimately answering: What will our lives together look like, increasingly, as we live more fully out of our Values?

	ANSWERS
1. What do we want our family, group, church or organization to look like? Culture? Ethos? Mood?	
2. Where are we going? <i>(What are we becoming?)</i>	
3. What can we realistically achieve, and how quickly? <i>(Be realistic.)</i>	
4. What words or phrases depict the type of community and end-goals we want?	
Put it all together...	

VEHICLES and VALUATION WORKSHEET

The question you are ultimately answering: Which Vehicles will we employ to help us accomplish what specifically, connected to discipleship?

Vehicle	We will use this Vehicle to accomplish the following...
1.	<i>How will you measure the effectiveness of this Vehicle?</i>
2.	<i>How will you measure the effectiveness of this Vehicle?</i>
3.	<i>How will you measure the effectiveness of this Vehicle?</i>
4.	<i>How will you measure the effectiveness of this Vehicle?</i>
5.	<i>How will you measure the effectiveness of this Vehicle?</i>
6.	<i>How will you measure the effectiveness of this Vehicle?</i>