

What is your Organizations Purpose?: This can be done in general and sweepingly vague terminology. It can be broad. It communicates that you are going in a determined direction and not in other directions. For corporations it defines the business they are in. McDonalds is in the fast food business, Time Warner is in entertainment... the Church is in the “Matt 28 business” by order of Jesus’ “Directions” before He left the Church in charge.

What is the need you plan to fill? What is your unique niche?

Mission: This is the billboard statement of “what we will do and for who we will do it” that flows naturally out of the purpose. This is the specific statement of what. McDonalds is in the fast food business...Perhaps their statement might be..... “we make quality affordable and food served in a timely manner for people in a rush or families on a budget”.

Vision: This is the creative, emotional, appealing and hopeful nutshell of what we are looking to become. Perhaps this could be McDonalds vision: To have hundreds of restaurants, all operating with the same quality and efficiency, serving billions of meals in the USA.....(expanded to “around the world” later on.

Vision needs to be quantified by (SMART Goals).

SMART: Specific, measurable, attainable, realistic and time bound. For businesses, this is the bottom line...profits, etc. For ministries, the goals may not be as easily quantified. But that does not mean we do not have SMART goals.

Focus: The problem with grand concepts is that they often lack focus in the incipient phase. There are many good things that an organization can do. But that does not mean the organization should do them all. Try to be as focused as possible as early as possible. This will enable you to filter what you do by what you have decided is and (is not) your business.

Values: What do we stand for? What do we not compromise on? What are we going to be known for?

Example: **McDonalds:** Quality, freshness, low cost, short time, reproducible,.... How they went from Mom n pop burgers-----to changing the landscape of family dining and becoming a multi-billion dollar empire.....never compromised on their values.

Casting vision:

- 1. State the Vision Simply-----it must be memorable**
- 2. Cast vision convincingly**
- 3. Repeat vision regularly**
- 4. Celebrate the vision**
- 5. Embrace the vision personally**

Strategy:

How do we get there?

What are the action steps to take to get from where we are to where we want to be?

Donors? Facility? Business/ministry plan?

