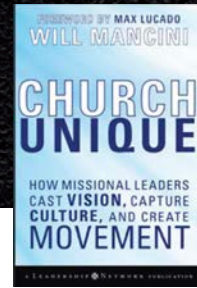
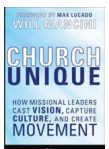
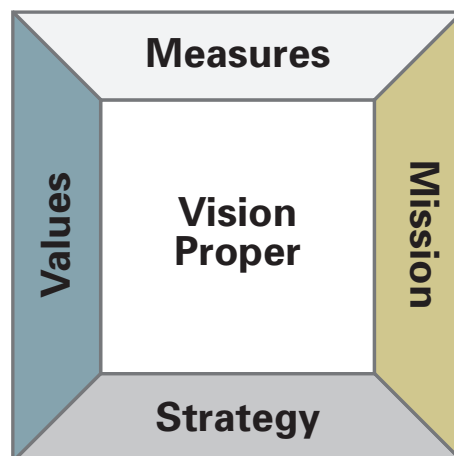
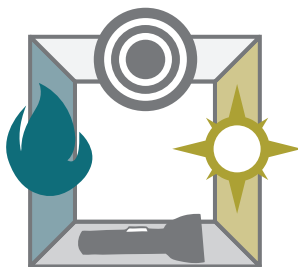


VISION FRAME Cheat Sheet

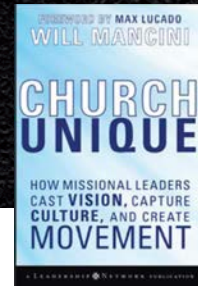


Vision Frame Overview The Five Irreducible Questions of Leadership

Frame Component	Icon	Irreducible Question of Leadership	Missional Reorientation
Mission		What are we doing?	^m Mandate
Values		Why are we doing it?	^m Motives
Strategy		How are we doing it?	^m Map
Measures		When are we successful?	^m Marks
Vision Proper		Where is God taking us?	^m Mountaintop + Milestones



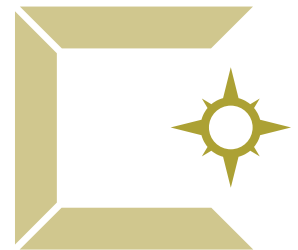
VISION FRAME Cheat Sheet



Mission– the What

Mission Defined

The mission is the **guiding compass** of the church. The mission answers the question, “What are we ultimately supposed to be doing?” It makes the overall direction of the church unquestionable and points everyone in that direction. The mission is also like a golden thread that weaves through every activity of the church. Therefore, it brings greater meaning to the most menial functions of ministry. The mission is the gateway to all clarity. It's the first place someone "walks into the Upper Room." If we don't get mission we don't get anything on the Vision Frame.



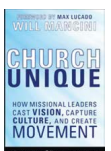
**Mission Icon
as a Compass**

The mission is not external language like a tagline or a catchy phrase used to “hook” people into liking or joining the church. Rather it is an internal expression that will rally membership around the single, big idea. Simply put, it is the Great Commission re-articulated for the church’s unique time and place.

The average guy, Joe, will encounter the mission first by hearing it everywhere by many different people. So we say that mission is “**what Joe hears**” at the church.

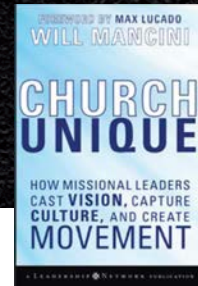
Mission Reminders

- Aim for clear, concise, compelling, catalytic and contextual; then be sure to close Satan's loophole with the 6th "C" of "counter-positioning"
- Counter-positioning means that the articulated mission doesn't allow a "program church" model to be interpreted or reinforced when the mission is shared.
- Remind people that the church exists for those outside of it
- Mission is NOT “billboard marketing” but “military mission;” its internal only
- Promote “be the church” not “go to church”
- The mission must clarify that the church is a "people force" in the community every day not just a place someone goes a few times a week.
- Does the language of mission necessarily illuminate it as a "daily team sport" for the church?
- Create the big world of ministry with the best, few words
- Words create worlds; everything you have to say starts with mission



VISION FRAME

Cheat Sheet



Values– the Why

Values Defined

Values are the **motivational flame** of the church. They are the shared convictions that guide your actions and reveal your strengths. Values answer, “Why do we do what we do at our church?” They are springboards for daily action and filters for decision-making. Values represent the conscience of the organization. They distinguish your philosophy of ministry and shape your culture and ethos. When values are working, the family knows the “house rules” and a leader ought not fret that everyone is not a fit, especially elders, board or staff.

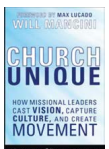


Values Icon
as a Flame

While values are a leadership tool like the mission, they are not expressed verbally everywhere and all the time. Therefore, people coming to church will encounter the atmosphere that is shaped by values before they hear the values themselves. Ideally, values will define the experience for an attender before they are a conscious thought. Values are “**what Joe feels**” at the church.

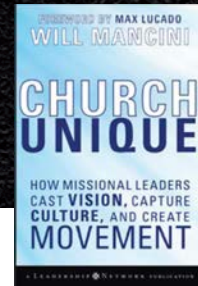
Values Reminders

- Anchor your values in reality (actual vs. aspirational is 3:1)
- Consider not “what we do” but “what characterizes everything we do”
- Remember “a river without banks is just a large puddle”
- Avoid ideas of individual spiritual growth and think “organizational glue”
- Do the organizational “checkbook test” - prove the value with church finances
- Capture uniqueness and personality, be distinct
- Think essence not event
- Are values clear enough that you could fire a volunteer based on them?
- If you were to plant a campus on the moon, who would the best seven lay people to board the space shuttle? These people carry your values.
- When you go home at the end of the day, the church values are not operational; they are how you make church decisions together.
- Articulate at four levels: name, definition, “demonstrated by” statements and scriptural support



VISION FRAME

Cheat Sheet



Strategy– the What?

Strategy Defined

The picture or process that demonstrates how the church will accomplish its mission on the broadest level. Strategy answers the question, “How do we do what we do?” It is a **flashlight** that shows people clear next steps. It sets involvement expectation.

The strategy is like a container that holds all of your church activities into one meaningful whole. Without this picture individuals within the church will forget how each component fits into the mission. They will be lost in a programmatic soup of good but random activity. Because churches are over-programmed and under-discipled, strategy without measures is worthless.

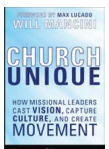
Think of strategy as a pattern of participation. It reveals places and rhythms of being involved. It is the church’s operational logic. It shows how every major environment (time and place at church) is a part of a discipleship pathway. Strategy is the missional map or “**where Joe goes**” at the church. Thinks steps not programs.



Strategy Icon
as a Flashlight

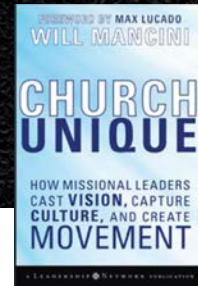
Strategy Reminders

- The strategy will show how your assimilation funnel and multiplication funnel work together– the critical addition of Future Church (2020) to Church Unique (2008)
- Without strategy, programs are not “vertically related” to the mission
- Without strategy, programs are not “horizontally related” to one another
- Every staff person plays for the same strategy; it must be a “silo buster”
- The two greatest barriers to involvement are, “I don’t know how” and “No one invited me;” strategy removes these barriers by empowering an army of inviters
- Generally speaking, churches with few high quality ministries have better results
- Strive for simplicity with strategy- good programs are enemy to great programs
- Over-programmed churches should chart a three year alignment journey
- All staff and lay leaders should be able to draw the strategy on a napkin
- Use a visual strategy icon in all church communications
- Let strategy determine structure– all titles and roles should map to strategy



VISION FRAME

Cheat Sheet

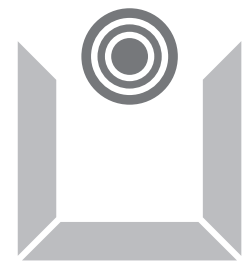


Mission Measures– the When (Win)

Mission Measures Defined

Mission measures are the attributes of an individual's life that reflect the achievement of the mission. The measures answer the question, "When are we successful?" What does your dream disciple look like? Measures are visualized as hitting the **bull's eye**. Ideally, everything in the church is designed around hitting the same target of growing to become more like Jesus.

The mission measures are also called missional life-marks. They are your church's portrait of a disciple. It provides the standard by which the mission can be measured with respect to an individual's development over time through the church. Therefore measures inform the scope of all content. Can you connect "teaching people to obey all that Christ commanded" to your measures?



Mission Measures Icon as a Bull's Eye

All volunteer leaders should know the measures because all teaching and training at all levels is designed to shape the life outcomes for which the church exists. Measures are "**what Joe becomes**" at the church.

Mission Measures Reminders

- Measures are NOT about attendance and giving at "program church"
- Measures help us build a training center not just a teaching center
- Without clear outputs, we only measure inputs (butts in seats in my ministry area)
- Measures provide a shared vocabulary for vision-casting the life of following Jesus
- Measures show us the competencies of Jesus where people live, work and play
- Measures must guide modeling, practice, and accountability for disciples to live "the multiplication funnel"
- Measures most likely won't succeed without microgroups or 1-1 mentoring
- The first step of measures development is articulation; after that there are varying degrees of assessment and evaluation as training is introduced
- To measure measures, think judicial testimony not scientific method; people can testify to true change like they testify to historical events in a courtroom
- Measures are strengthened by codified questions, self assessments, and surveys
- Integrating measures takes years of development; don't get overwhelmed in the short term

