

ASSIST TERMS & TERMINOLOGY

FIVE BIG ROCKS: UNITY > LEADER > TEAM > PLAN > LAUNCH

Unity: Before we move ahead to implement any strategic planning or implement any change, we want to ensure that there is unity amongst the leadership and within the congregation. We gain unity over time and through a precise method of communication (see Communication Concentric Circles).

Leader: Whether church planting, campusing or revitalization, each project must have a qualified leader with the gifts to cast vision and mobilize a team towards a clear objective.

Team: Our experience has taught us that no matter how talented the leader might be, he will never be able to maximize the potential of a church without the variety of talents and gifts brought together in a strategic vision team. (see pages 27-28)

Plan: Before initiating anything new or implementing any change in a church, our goal is to see a complete, cohesive disciple-making and disciple-growing plan developed. This plan will be developed by the leader and his team.

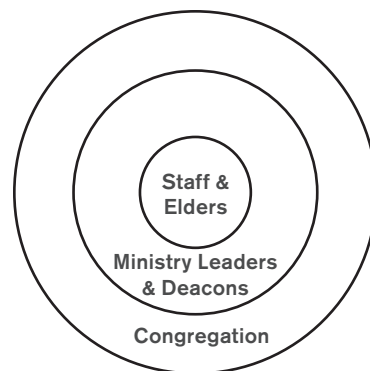
Launch: For church plants and multisite campuses, the launch is clearly the season in which the church becomes “open to the public.” For revitalization or re-envisioning churches, the launch is the season in which the church is reintroduced to its community with an emphasis on local, strategic outreach initiatives as well as a marketing campaign.

COMMUNICATION CONCENTRIC CIRCLES

In order to start anything new or implement any change in a church, unity is an absolute must. We have found that the most effective way of garnering true unity is through a thoughtful and intentional communication plan that begins with:

1. the pastor, elders and key board members (inner circle), then extends to
2. the key ministry leaders, influencers and deacon-level church members, and finally to
3. the remainder of the congregation

The key to implementing this communication strategy is that we do not move to the next level of communication until unity has been reached at the current level. This may require multiple meetings and opportunities for questions and discussion. Taking the time to garner unity at each level will lead to more complete buy-in at the subsequent level of communication.



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MISSION

The mission of a church answers the question: *Why do we exist?*

It should be stated in a clear and memorable way. The mission statement must never include any strategy. While strategies for accomplishing the mission may change, the mission never does.

VISION

The vision for a church is its preferred future. A vision statement answers the question: *What will our church look like if we execute our strategic plan and accomplish our mission?*

The vision pulls the church forward to its ideal state.

BAKE THE CAKE

A phrase often repeated by Nathan Bryant refers to the idea that we do not want to open our doors to the public until our plan is complete and ready to be implemented.

If you are going to invite friends over for dessert, you can ensure a better experience by making sure that the house is clean, the table is set and that the cake is fully baked. Opening the doors to guests while the house is still a mess, there's no place to sit and the food isn't ready will result in guests who probably won't ever come back to visit again.