

Session Two: Strategic Foundations

A. Core Values

“And they continued steadfastly in the apostles’ doctrine, and fellowship in the breaking of bread, and in prayers. Then fear came upon every soul, and many wonders and signs were done through the apostles. Now all who believed were together, and had all things in common, and sold their possessions and goods, and divided them among them, as anyone had need. So continuing daily with one accord in the temple, and breaking bread from house to house, they ate their food with gladness and simplicity of heart, praising God and having favor withal the people. And the Lord added to the church daily those who were being saved.

Acts 2:42-47

“Perhaps more than at any previous time, an organization today must know what it stands for and on what principles it will operate. No longer is values-based organizational behavior an interesting philosophical choice – it is a requisite for survival.”

--Ken Blanchard¹

“The most important single element of any corporate, congregational, or denominational culture, however, is the value system.”

--Lyle Schaller²

“Values are the things we believe are nonnegotiable. They are foundational principles upon which you intend to develop your ministry. Values reflect how you want things to be, not necessarily how they are now.”

– Henry Klopp

¹ Managing by Values, by Ken Blanchard, Michael Berrett-Koehler, Publisher, Pg. 3

² Getting Things Done by Lyle Schaller, Abingdon Press, Nashville

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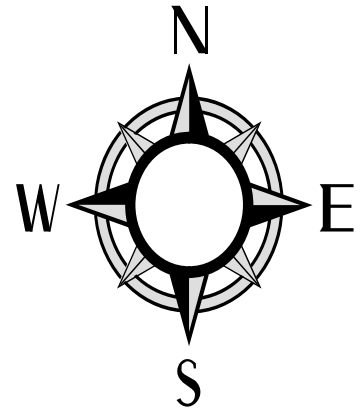


Understanding Values

1. Values are **Constant**.
2. Values are **Passionate**.
3. Values are **Observable**.
4. Values are determined by **Scripture**.

The Importance of Values³

1. Values determine ministry **Distinctive**.
2. Values dictate personal **Involvement**.
3. Values **Communicate** what is important.
4. Values embrace good **Change**.
5. Values influence overall **Behavior**.
6. Values **Inspire** people to action.
7. Values enhance **Credible** Leadership.
8. Values contribute to ministry **Success**
9. Values influence ministry **Purpose** and **Vision**.



³ Advanced Strategic Planning, by Aubrey Malphurs, Baker Books, Pg. 78ff.

Values Definition

Values are Biblical Beliefs and Christ-like Behaviors that influence the ministries, activities and decisions of the church.

–Jay Vineyard

Group Activity

Read Acts 2:42-47.

At your table list the core values demonstrated by the early church.

1. Preach and teach the gospel
2. Worship that inspires
3. Priority of prayer
4. Conscientious, visionary leadership
5. Engage in church multiplication
6. An environment of unity and joy
7. Cheerful stewardship
8. On mission for Christ
9. A good reputation in the community
10. People being added to the church



Kinds of Values

Theological Values – These are non-negotiable **biblical principles** that provide guidance for decision-making and direction.

- **Operational Values** – Define how we will act in fulfillment of the Theological Values. Operational Values involve the “living out” of the Theological Values.

Theological Values Example, Leadership Ministries

We Believe:

- that salvation can only be experienced through Jesus Christ
- in the authority of the Bible.
- that every encounter with Jesus Christ can bring a radical change in a person’s life.
- in the power of grace, both from God to people and person to person.
- that Jesus is the definitive role model for leadership and preaching.



Operational Values

1. Integrity-

We believe that our character makes possible trust and healthy relationships and will conduct ourselves in such a manner.

2. Excellence/Competence-

We strive to complete our work with the best quality possible.

3. Teachable-

We believe that a Leader is a life long learner..

4. Joyful attitude

We choose to be a blessing and to have a positive approach in our work and relationships

5. The Power of Relationships

We believe that people are God's greatest treasures. As we serve together, we will also seek to do life "deeply," with our ministry partners.

B. Purpose

"Brethren, I do not count myself to have apprehended; but one thing I do, forgetting those things which are behind and reaching forward to those things which are ahead, I press toward the goal for the prize of the upward call of God in Christ Jesus."

Phil 3:13-14

Understanding our purpose is a key element in any strategic planning event. It is imperative that the congregation clearly understands the purpose God has for each church. Paul knew his purpose and based his entire life upon it! The key question each church must answer is...

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A church driven by purpose asks these questions:

1. Two Key Questions For The Church:

- **Why** do we exist?
- **What** business are we in?

Purpose Statement:

**... A BROAD, BRIEF, BIBLICAL STATEMENT
OF WHY THE CHURCH EXISTS.**

How does a church become purpose driven?

*By clearly defining your **purpose** as a church.*

2. **Understand What Drives Your Church?**

- **Personality?**
- Tradition?
- **Finances?**
- Programs?

- **Buildings?**
- Events?
- **GOD'S DESIGN?**

What is God's Design for your Church?

The Great Commandment:

“Jesus replied, ‘Love the Lord your God with all your heart,
with all you soul, and with all your mind.’”

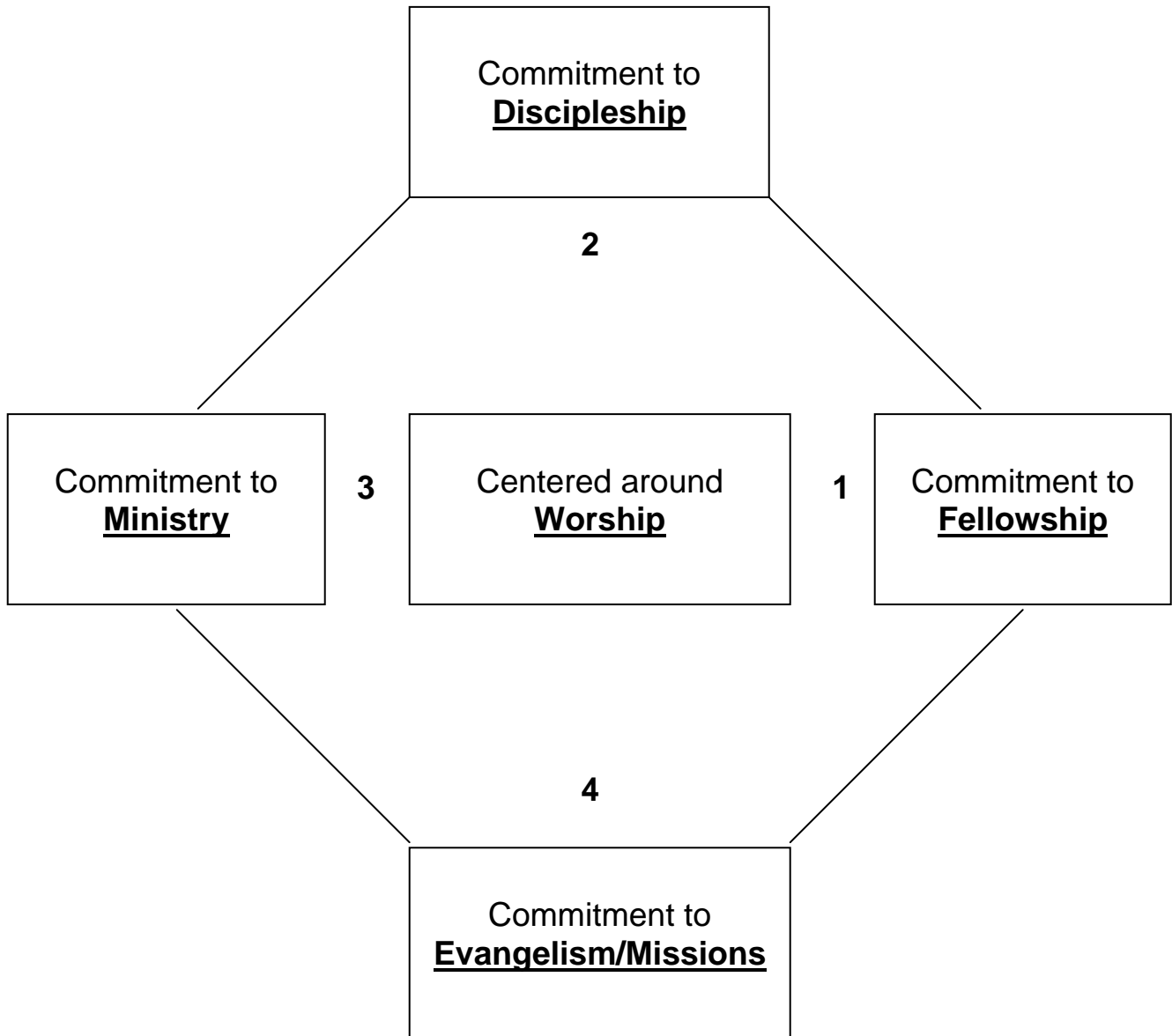
~Matthew 22:37

The Great Commission

“Jesus said, ‘Therefore go and make disciples of all nations, baptizing
them in the name of the Father and of the Son and of the Holy Spirit.’”

~Matthew 28:19

Five Parts To This Purpose:



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How to Develop a Purpose Statement

Qualities:

- Broad
- Universal
- Biblical
- Timeless
- Tells why we exist

Characteristics:

- Practical
- Transferable
- Short
- Inspiring
- Quotable

KISS- Keep it scriptural, simple, sharable, short.

Example Purpose Statements:

- *Connecting people to Jesus Christ and His lifestyle.
(Hebron Baptist Church)*
- *Sisk Baptist Church exists to reach non-believers and equip believers to love and honor God through obedience and personal ministry throughout the world.*
- *Sharing Christ through a caring church for a changing world.
(Haddock Baptist Church)*

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- *A Great Commitment to the Great Commandment and the Great Commission will grow a great church. (Saddleback Church)*
- *We exist to glorify God through evangelism, worship, prayer, missions, ministry, and fellowship.*
- *Heritage Baptist Exists to glorify God by leading people to Jesus and into fellowship with His family, by teaching them to become like Christ, and equipping them for service.*

Group Activity:

Examine the sample purpose statements and evaluate them based on the principles, qualities, and characteristics of an effective purpose statement.

Benefits Of Being Purpose Driven

- Provides **Focus**
- Easier **Decision Making**
- Enhances **Unity**

Practical Suggestions to be Purpose Driven:

- **Assimilate** new members on purpose.
- **Program** on purpose
- **Educate** on purpose

REMEMBER:

1. The pastor must repeatedly keep the purpose of the church before the people.

2. The primary role of the purpose is to guide and inspire not necessarily differentiate.

*“Disneyland will never be completed,
as long as there is imagination left in the world.”
~Walt Disney*

Suggestions for Writing a Purpose Statement:

- **Step One:**

- Have Team members and congregation work through “14 Days of Prayer and Bible Reading to Discover the Purpose of the Church” (Used by permission from the Atlanta Baptist Association)
- Collect responses from individuals starting at Day 9. Ask people to submit responses anonymously.
- Gather responses. Have team members review copies for use in step three.

- **Step Two:**

Have committee members read one or more of the following:

- The Purpose Driven Church by Rick Warren
- Healthy Kingdom Churches by J .Robert White
- The Kingdom Focused Church by Gene Mims
- Leading Congregational Change by Jim Herrington, et. al.

- **Step Three:**

- Have Dream Team discuss results from devotionals (14 Days) and insights from the suggested readings.
- Brainstorm key words which reflect your perceived purpose for your church.
- Have the Team divide into groups of 3-4 and write a potential purpose statement.
- Review all potential statements and use one to serve as the working copy.
- Craft final purpose statement.

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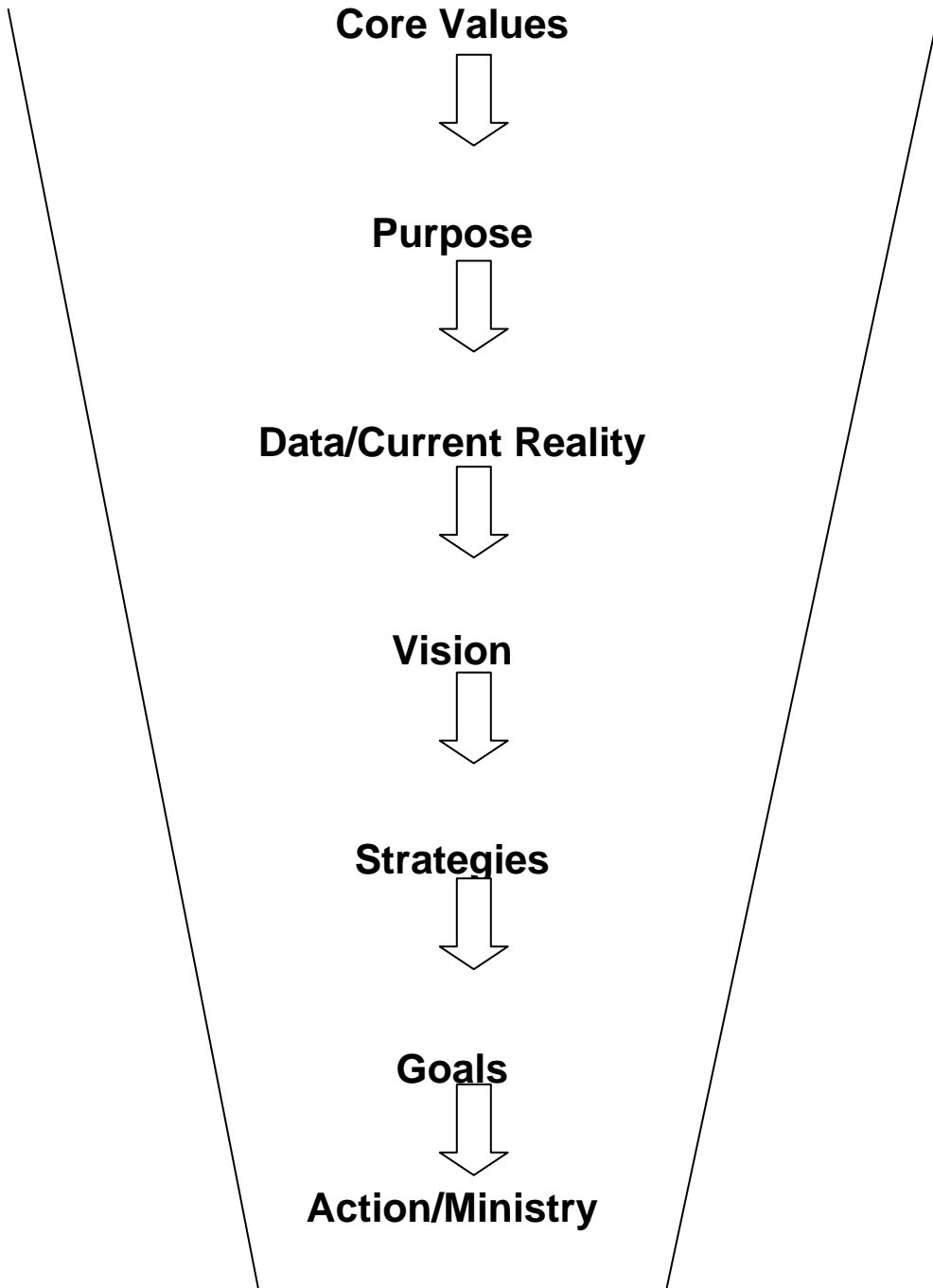
- **Optional Step Three:**

- Have team members write a purpose statement on a 3X5 index card.
- Have participants sit in a circle. Pass the cards around to circle for each person to read.
- Have members re-write a purpose statement and pass the cards around again.
- Discuss key concepts that appeared consistently. Put these on a flip chart.
- Craft the final purpose statement.



Activity:

- Based on the information in this session, your core values, the questionnaire and Rick Warren's book, The Purpose Driven Church, brainstorm with your dream team key words which reflect your perceived purpose for this church.
- Write a purpose statement based on the words from your brainstorming session.



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Appendix 2-1

AIM Theological Values Inventory

Discovering Our Theological Values

“The most important thing in life is to decide what is most important.”

Step 1 – Perform a Theological Values Audit.

Listed below is a list of possible values that you might find important in your church. Circle the values that “jump out” because of their importance to your church. Then list the top three, in order of importance, in the spaces below. Feel free to add to the list, if needed.

Spiritual Life

Justice

Praise

Great Commission

Righteousness

Financial Stewardship

Prayer

Bible Centered

Preaching/Teaching

Mercy

Justification

Missions

Holy Spirit

Truth

Ordinances

Service

The Trinity

The Church

Salvation

The Atonement of Christ

Love

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Death and Resurrection of Jesus

Priesthood of the Believer

Grace

Use of Spiritual Gifts

The Greatness of God

Authority of the Bible

Fellowship

Other ideas

Discipleship

1. _____

Sanctity of Life

2. _____

Evangelism/Outreach

3. _____

Lordship of Christ

Worship

Top Three Ideas

1. _____

2. _____

3. _____

Step 2: Determine the Theological Values of the Church

A. Take the top three ideas and write them on a post-it-note (One idea per post-it-note).

B. Place each idea on a wall or flip chart for the group to see.

C. Clarify any idea that is not understood or seems to be vague. Eliminate duplicates.

- D. Each person is given 5 red dots and will place the dots on the ideas that they feel convey the Theological Values in the church. An individual can spend the values in any manner he/she would choose, (they can place all five on 1 idea or spread them out).

- E. The values that receive the largest number of dots become the Biblical Values of the organization. Usually, an organization will limit the number of values to 3 to 5.

- F. Write a complete sentence based on the selected values

Appendix 2-2

AIM Operational Values Inventory

Discovering Our Operational Values

“The most important thing in life is to decide what is most important.”

Step 3 – Perform an Operational Values Audit.

Listed below is a list of possible values that you might find important in your church. Circle the values that “jump out” because of their importance to your church. Then list the top three, in order of importance, in the spaces below. Feel free to add to the list, if needed.

Truthfulness

Authenticity

Loyalty

Joy

Efficiency

Initiative

Courage

Excitement

Creativity

Honor

Innovation

Prayer

Obedience

Trustworthiness

Financial stewardship

Integrity

Faithfulness

Love

Persistence

Sincerity

Friendship

Relationships

Wisdom

Flexibility

Commitment

Learning

Originality

Spiritual Life

Cooperation

Humor

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Teamwork

Influence

Justice

Hard Work

Purposefulness

Relevance

Small Groups

Human Life

Music

Spiritual Growth

Evangelism/Outreach

Visitors

Lordship of Christ

Family

Bible Teaching

Worship

Godly Leadership

Tradition

Technology

Use of Spiritual Gifts

Meeting Needs

Ministry

Community Involvement

Ethnic Diversity

Excellence

Other Ideas

1. _____

2. _____

3. _____

Step 4: Determine the Operational Values of the Church

- A. Take the top three ideas and write them on a post-it-note (One idea per post-it-note).
- B. Place each idea on a wall or flip chart for the group to see.
- C. Clarify any idea that is not understood or seems to be vague.
Eliminate duplicates.
- D. Each person is given 5 red dots and will place the dots on the ideas that they feel convey the Operational Values in the church. An individual can spend the values in any manner he/she would choose, (they can place all five on 1 idea or spread them out).
- E. The values that receive the largest number of dots become the Operational Values of the organization. Usually, an organization will limit the number of values to 3 to 5.
- F. Write a complete sentence based on the selected values



Values Examples

Theological Values

Jesus is our Lord, Savior and Teacher
The Bible reveals God's Living Truth
Prayer is essential
The Holy Spirit is our guide
To love as Christ loves, to serve as Christ serves
It's all about Grace!

Operational Values

Personal Integrity
Would Jesus approve of my actions?
Healthy Relationships
Do unto others as you would have them do unto you.
Joyful Teamwork
Have a heartfelt commitment to collaboration.
Faithful Excellence
Put forth our best efforts while centered in Christ's love.
Responsible Stewardship
*Remember this in the use of time,
talent, and treasure!*