



# Vision and Mission

Setting the Stage for Success

OCI Leadership Retreat  
March 12, 2014  
Tim McKinley<sup>1</sup>

# Vision and Mission Defined

## **Vision Statement (Desired End-State):**

A one-sentence statement describing the clear and inspirational long-term desired change resulting from a person's or ministry's work.

## **Mission Statement (What You Do):**

A one-sentence statement describing the reason a person or ministry exists and used to help guide decisions about priorities, actions, and responsibilities.

# Vision and Mission for Today

- Vision
  - Everyone will develop a vision and mission statement to guide their life and ministry
- Mission
  - Teach SDA missionaries how to develop effective vision and mission statements

# What We Will Cover

- Biblical/Spiritual Foundation
- Benefits of a Vision/Mission Focus
- Creating a Vision Statement
- Creating a Mission Statement
- Putting them into Practice





# **Biblical/Spiritual Foundation**

# Are they Biblical?

**Where there is no vision, the people perish**  
(Prov 29:18)

# Does God use Vision Statements?

- Gen 1:28
- Gen 3:15
- Gen 12:2-3; 15:5
- Rev 21:1-3, 7
- Rev 22:14

# Does God Use Mission Statements?

- Gen 12:1
- Exodus 3:10
- Matt 28: 19-20
- John 17: 4, 21,-23
- Rev 14:6-12



# Are Missions for Everyone?

## MISSION

- God
- Jesus
- Holy Spirit
- Angels
- The Bible
- John the Baptist
- Paul and Barnabas
- Children of God
- The Home

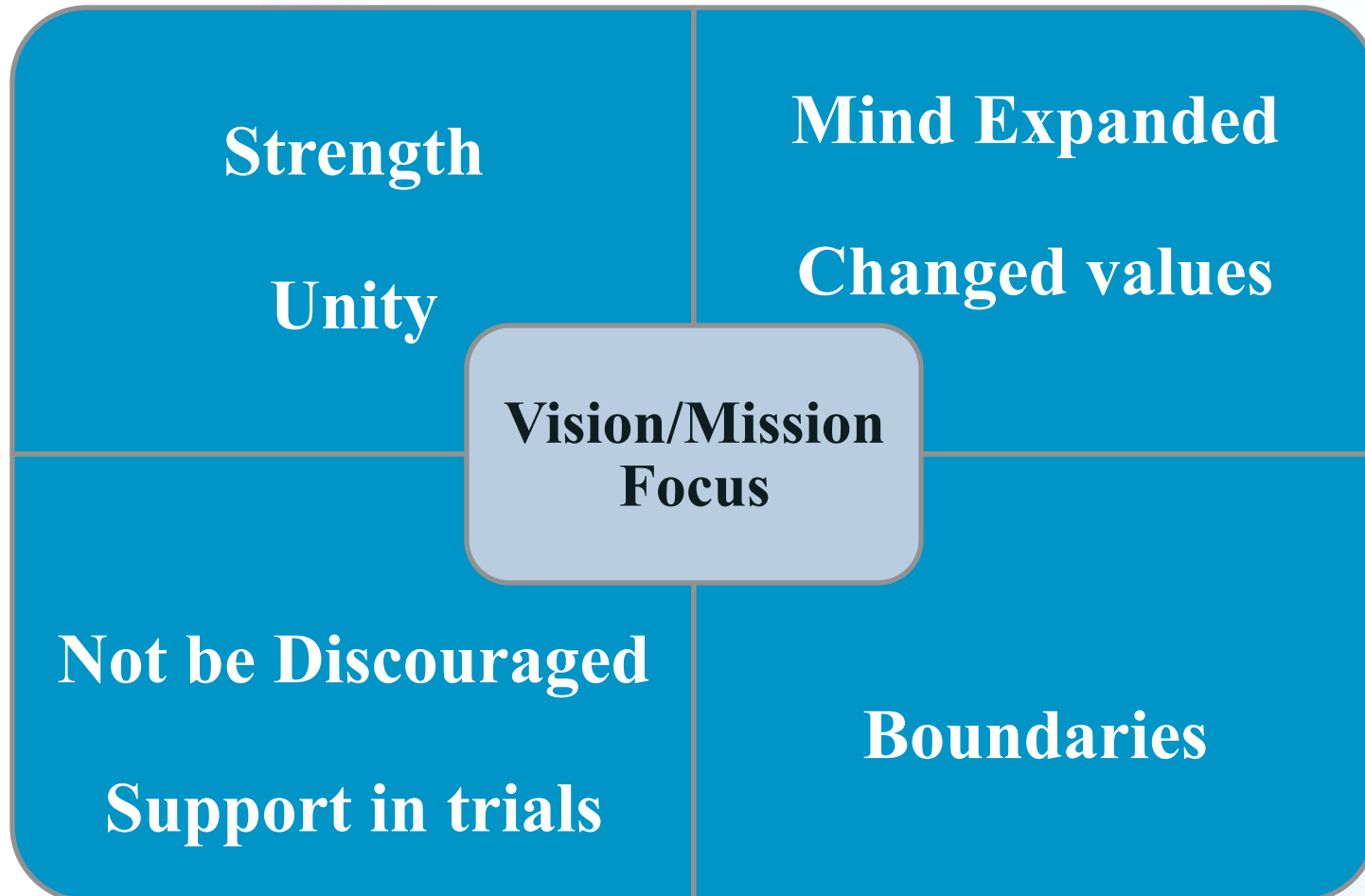
The background of the slide is a dramatic landscape. It features a dark, stormy sky with heavy, dark clouds. A bright light source, possibly the sun or moon, is visible on the horizon, creating a bright glow and a lens flare effect. The foreground is a dark, choppy sea. The overall color palette is dominated by dark blues, greys, and a bright white/yellow light source. The text is centered in the lower half of the image.

# **Benefits of a Vision/ Mission Focus**

# Benefits of Vision/Mission Focus

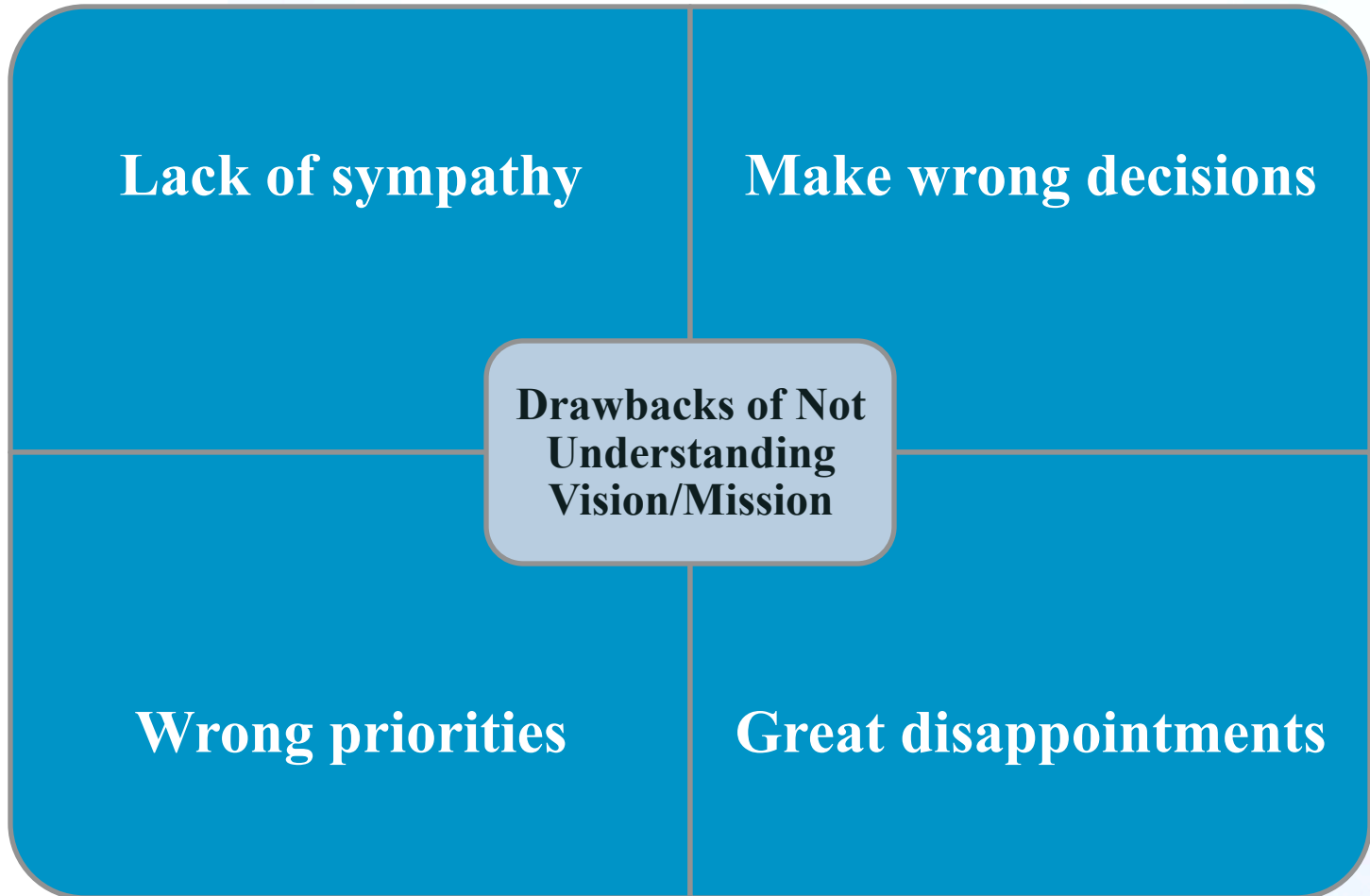
We should meditate upon the mission of Him who came to save his people from their sins. As we thus contemplate heavenly themes, our **faith and love will grow stronger**, and our prayers will be more and more acceptable to God, because they will be more and more mixed with faith and love. They will be **intelligent and fervent**. There will be more **constant confidence in Jesus**, and a **daily, living experience in his power** to save to the utmost all that come unto God by him. {CE 57.2}

# Benefits of Vision/Mission Focus





# Drawbacks of Not Understanding



# What About My Mission?

The mission of Christ, from the heavenly courts to His death upon the cross, embraces in it the true, unchanging principle that should be developed in every mission that shall be entered upon and established by all who believe in Jesus Christ. {16MR 189.1}

...in the sacrifice of Christ are found the spring and principle of **every other mission of love.** {HP 319.2}

# So What Was Christ's Mission?

1. Christ declares the mission he had in coming to the earth. "O righteous Father, the world hath not known thee: but I have known thee, and these have known that thou hast sent me. And I have declared unto them thy name, and will declare it; that the love wherewith thou hast loved me may be in them, and I in them." [John 17:25, 26.]
2. to heal the sick, encourage the hopeless, bind up the brokenhearted {CME 22.5}
3. to save His people from their sins. {OHC 113.5}
4. to reconcile men to God, and thus to one another. {GC 46, 47. }
5. to seek and save those who were perishing. {ST, May 2 1899 par. 9}
6. to establish in every believer a sense of the guiding and controlling power of God. {LLM 212.1}

# So What Was Christ's Mission?

7. ...to oppose these very evils, (worldly wisdom, national exaltation, and religious exclusiveness) to correct these erroneous views, and to work a reformation in faith and morals. He attracted attention to purity of life, to humility of spirit, and to devotion to God and his cause, without hope of worldly honor or reward. {RH, April 17, 1888 par. 9}
8. to rescue from the power of his great adversary. {AG 257.2}
9. opened to the minds of men truths {2SP 191.3}
10. to "magnify the law, and make it honourable" {AG 102.3}
11. as the sin-bearer. {RH, August 31, 1911 par. 12}
12. the mission that He committed to Christ is to disentangle His followers from all worldly policy and to give them a work identical with the work that Christ did.--MS. 130, 1902. {MM 24.5}





# Creating Your Own Mission and Vision

# Importance

- Success in any line demands a definite aim. He who would achieve true success in life must keep steadily in view the aim worthy of his endeavor. Ed 262 (1903).
- True success in education, as in everything else, is found in keeping the future life in view

# Vision versus Mission

## Vision Statements

- What you want to be in the **future**
- Source of inspiration
- Decision making criteria
- What the future will be if you follow the mission statement

## Mission Statements

- What you are **now**
- What you do
- What you are about
- Your broad goals/  
plans
- Who you are serving
- How you will attain your vision

# Which Comes First?

For a new ministry, a new program or a plan to re-engineer your current services...

- the vision statement should be formulated first as it will guide the mission statement and the rest of the strategic plan.

For an established ministry where the mission is established...

- the mission guides the vision statement and the rest of the strategic plan for the future.



A dramatic landscape at sunset or sunrise. The sky is filled with vibrant orange, yellow, and red clouds, with bright light breaking through the center. The foreground shows the dark silhouettes of a forest and mountains against the glowing horizon.

# **Creating your Vision**

# Vision Statements - Purpose



# Your Vision – Questions to Consider

- What has God laid upon your heart?
  - What issue or problem needs to be changed?
  - Why should the issue be addressed?
  - What is the dream end state?
  - What would success look like?
- What is His broader long term purpose for your ministry?
- What does He aspire you to become?

# Effective Vision Statements

- Paint a vivid and clear picture, not ambiguous
- Describe a bright future (hope)
- Are memorable and engaging
- Describe realistic/achievable aspirations
- Align with values

# Good Vision Statements

- Short
- Clear and Simple
- Avoids elaborate words and jargon
- Easily explained by others
- Not confused with your mission yet is supported by it



# Vision Statements - Examples

- **Oxfam:** A just world without poverty (5 words)
- **Feeding America:** A hunger-free America (4 words)
- **Human Rights Campaign:** Equality for everyone (3)
- **National Multiple Sclerosis Society:** A World Free of MS (5)
- **Alzheimer's Association:** Our vision is a world without Alzheimer's (7)
- **Habitat for Humanity:** A world where everyone has a decent place to live. (10)
- **Oceana** seeks to make our oceans as rich, healthy and abundant as they once were. (14)
- **San Diego Zoo:** To become a world leader at connecting people to wildlife and conservation. (12)
- **The Nature Conservancy:** Our vision is to leave a sustainable world for future generations. (11)
- **Boy Scouts of America:** To prepare every eligible youth in America to become a responsible, participating citizen and leader who is guided by the Scout Oath and Law. (24)

# Vision Statements - Examples

- **NPR**, with its network of independent member stations, is America's pre-eminent news institution (12)
- **World Vision**: For every child, life in all its fullness; Our prayer for every heart, the will to make it so (19)
- **Teach for America**: One day, all children in this nation will have the opportunity to attain an excellent education. (16)
- **ASPCA**: That the United States is a humane community in which all animals are treated with respect and kindness. (18)
- **Cleveland Clinic**: Striving to be the world's leader in patient experience, clinical outcomes, research and education. (14)
- **Goodwill**: Every person has the opportunity to achieve his/her fullest potential and participate in and contribute to all aspects of life. (21)
- **Smithsonian**: Shaping the future by preserving our heritage, discovering new knowledge, and sharing our resources with the world (17)

A dramatic landscape with a dark, stormy sky and a bright light source on the horizon over a dark sea. The sky is filled with dark, heavy clouds, and a bright light source, possibly the sun or moon, is visible on the horizon, creating a strong glow and a lens flare effect. The sea is dark and choppy, with whitecaps visible. The overall mood is intense and atmospheric. The title text is overlaid on the lower half of the image.

# Creating a Mission Statement

# Importance

If we fulfill the mission that has been assigned us, the results will be seen in the kingdom of God, and to us will be spoken the words, "Well done, good and faithful servant:...enter thou into the joy of thy Lord."--Ms 29, 1886, pp. 1-4



# Purpose

Christ brought His desires and wishes into strict abeyance to His mission,--the mission that bore the insignia of Heaven. He made everything subordinate to the work that He came to this world to accomplish. {GW 111.2}



# Mission Statements - Purpose

- Communicate a significant message which every organizational stakeholder can:
  - Understand
  - Live by
  - Pass on
  - Make decisions by

# Mission – Questions to Consider

- What does Jesus want you do?
  - Who does He want you to reach?
  - Where does He want you to serve (geography)
  - What will your ministry do for those He wants you to reach?
  - Why do you exist?
- What will you be doing to attain the vision God has given to you?
  - What kind of program are you (non-profit, etc.,)
  - What is the broadest way to describe your work?

# Good Missions Statements

- Short, Clear and Simple
- Avoids elaborate words and jargon
- Easily explained by those involved
- Operative
- Be recognizably yours
- Clearly defines what you do/do not do
- Not confused with your vision yet supports it

# Mission Statements - Examples

- **Smithsonian:** The increase and diffusion of knowledge. (6 words)
  - Vision: Shaping the future by preserving our heritage, discovering new knowledge, and sharing our resources with the world
- **Oxfam:** To create lasting solutions to poverty, hunger, and social injustice. (10)
  - Vision: A just world without poverty
- **In Touch Ministries:** To lead people worldwide into a growing relationship with Jesus Christ and to strengthen the local church. (17)
  - Vision: Proclaiming the Gospel of Jesus Christ to people in every country of the world.
- **Human Rights Campaign** is America's largest civil rights organization working to achieve lesbian, gay, bisexual and transgender equality. (15)
  - Vision: Equality for everyone (3)
- **Teach for America** is growing the movement of leaders who work to ensure that kids growing up in poverty get an excellent education. (20)
  - Vision: One day, all children in this nation will have the opportunity to attain an excellent education.

# Mission Statements - Examples

- **Habitat for Humanity International:** Seeking to put God's love into action, Habitat for Humanity brings people together to build homes, communities and hope. (16)
  - Vision: A world where everyone has a decent place to live.
- **San Diego Zoo** is a conservation, education, and recreation organization dedicated to the reproduction, protection, and exhibition of animals, plants, and their habitats. (20)
  - Vision: To become a world leader at connecting people to wildlife and conservation.
- **Boy Scouts of America:** To prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law. (25)
  - Vision: To prepare every eligible youth in America to become a responsible, participating citizen and leader who is guided by the Scout Oath and Law



# Mission Statements - Examples

- **Feeding America:** To feed America's hungry through a nationwide network of member food banks and engage our country in the fight to end hunger. (22)
  - Vision: A hunger-free America
- **Creative Commons** develops, supports, and stewards legal and technical infrastructure that maximizes digital creativity, sharing, and innovation. (15)
  - Vision: Realizing the full potential of the Internet — universal access to research and education, full participation in culture — to drive a new era of development, growth, and productivity
- **Make-A-Wish:** We grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. (21)
  - Vision: Our vision is that people everywhere. will share the power of a wish



# Putting them in Practice

# Putting them in Practice

- People need to have meaning in their lives.
- Meaning comes first and foremost from your vision and mission.
- If leaders do not communicate why what is being done in light of the purpose, they lose a powerful motivator internally and externally.

# Putting them in Practice

- Communicate
- Communicate
- Communicate



# Putting them in Practice

- Operationalize the mission through
  - Strategies
  - Strategic initiatives
  - Priorities
  - Metrics
  - Organizational structure



# Changing the Vision and Mission

- Vision – Rarely
- Mission –
  - Review yearly with strategic plan
  - Should not be revised unless significant events occur that make it necessary
  - Needs to align with and support the vision

A dramatic landscape with a dark, stormy sky and a bright light source on the horizon over a dark sea. The sky is filled with dark, heavy clouds, and a bright light source, possibly the sun or moon, is visible on the horizon, creating a strong contrast and a lens flare effect. The sea is dark and choppy, with whitecaps visible. The overall mood is somber and intense.

**Where there is no vision,  
the people perish**  
(Prov 29:18)

# Marching Orders

The duke of Wellington was once present where a party of Christian men were discussing the possibility of success in missionary effort among the heathen. They appealed to the duke to say whether in his judgment such efforts were likely to prove a success commensurate to the cost. The old soldier replied: “Gentlemen, what are your marching orders? Success is not the question for you to discuss. If I read your orders aright, they run thus, ‘Go ye into all the world, and preach the gospel to every creature.’ Gentlemen, obey your marching orders.” (Gospel Workers, p. 115)

# You Will Not Be Alone

... they would not be left to fight alone. He assured them that He would be with them; and that if they would go forth in faith, they should move under the shield of Omnipotence. He bade them be brave and strong; for One mightier than angels would be in their ranks—the General of the armies of heaven. He made full provision for the prosecution of their work and took upon Himself the responsibility of its success. So long as they obeyed His word, and worked in connection with Him, they could not fail.  
{AA p29}



# The Creator's Way

## Health and Restoration

Preparing people for the times in which we live using Christ's methods to reveal God to a dying world.

Tim McKinley

231-499-4854

[timimckinley@aol.com](mailto:timimckinley@aol.com)