



Session 4

Lesson 6: Developing a Vision Statement



Scripture Text

- Nehemiah 2: “I went to Jerusalem, and after staying there three days, I set out during the night with a few men. I had not told anyone what my God had put in my heart to do for Jerusalem. ... By night I went out through the Valley Gate toward the Jackal Well and the Dung Gate, examining the walls of Jerusalem, which had been broken down, and its gates, which had been destroyed by fire. ... Then I said to them, ‘You see the trouble we are in: Jerusalem lies in ruins, and its gates have been burned with fire. Come, let us rebuild the wall of Jerusalem, and we will no longer be in disgrace.’ I also told them about the gracious hand of my God upon me and what the king had said to me.”



Key Terms

- Vision statement
- Purpose
- Focus
- Motivation
- Evaluation



Lecture Objectives

- Identify the need, place, and function of a vision statement for effective ministry
- Describe the benefits of a vision statement (especially in light of possible objections) for ministry



To Think About Before You Go On

- Have you ever been in a ministry setting which did not have a vision statement? How did the lack of a vision statement help the ministry? How did it hinder the ministry?
- What might be the effect of a carelessly crafted vision statement?

Thoughts from C.S.Lewis, “*Mere Christianity*”



Developing a Vision Statement *(Our Purpose)*

Why is it important to have a Vision Statement?

Many people will argue that vision statements really are not that important and, in fact, can waste a lot of time. I believe, however, that a vision statement that is deeply biblical and which is carefully crafted and saturated in prayer can be a tremendous tool for the ministry of the church.

In the first church that I served as full-time youth pastor, I never had a vision statement. We still did many of the things that a healthy youth ministry does, but we had no unifying vision that directed our steps. We all worked hard and were faithful to do that which we believed God had called us to do, but there was no complete consensus on what that was. The consequences of this lack of “vision” were mostly seen when I left the church to attend seminary. Suddenly, everybody had a different idea about what the youth ministry should do.

Famous Mission Statements:

Microsoft: Microsoft's vision is to empower people through great software - any time, any place and on any device.

Jerry Maguire: Less money, fewer clients.

3M: To solve unsolved problems innovatively.

Mary Kay Cosmetics: To give unlimited opportunity to women.

Merck: To preserve and improve human life.

Wal-Mart: To give ordinary folk the chance to buy the same thing as rich people.

Walt Disney: To make people happy.

Otis Elevator: To provide any customer a means of moving people and things up, down and sideways over short distances with higher reliability than any other similar enterprise in the world.

Nike: to experience the competition of winning and crushing our competitors

As I look back on the experience I had in that church, I often think how much more fruitful the ministry might have been had I worked hard to develop an vision statement. In comparing it to the ministry I am now in, where there is a clear vision statement, I see many advantages, which I believe are a result of our vision statement. The following a list of why vision statements are important:

- Gives focus
- Acts as a motivator
- Adds validity to program
- Provides a good tool for evaluation
- Helps in recruiting leaders
- Shows commitment and passion
- Helps draw boundaries
- Enhances effectiveness
- Reveals weaknesses
- Reveals strengths
- Unifies the Body
- _____
- _____

Chesterfield Youth Ministry Vision Statement

Chesterfield Youth Ministry Exists:

*To bring students into the Body of Christ;
To nurture students in their relationship with Christ;
To equip students to serve in the name of Christ;
All by the grace of God; All for the glory of God.*

We're playing for keeps

