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PACKAGING YOUR VISION

How can you package and use your vision?

The point of your vision is not to be written on your strategic plan and then stuck in a drawer. So as you're considering the vision for your church through the lens of the previous four principles, it's helpful to consider how you package it. What are some tips for how to do this? Here are three tips.

First, a brief statement can make it hard to connect personally with people. For example, "Growing followers of Jesus" is biblical, clear and easy to remember, but if that's the only articulation of the vision that exists, it will do very little to connect on a personal level with people.

Second, don't try to make your statement so comprehensive and "correct" that it robs it of any passion. You're not trying to outline everything you do or run in church, nor every doctrine that might be near and dear to you.

Thirdly, make sure you don't stray into strategy in your vision statement. Strategy says "We're going to do this! We're going to run these things!" Instead, push more deeply into how God's vision for the world will shape both those who join you corporately and individually.



What does this kind of vision statement look like? These are only partial statements, but they might give you some ideas as to how you can craft your own.

Example 1

'Our big prayer is that God would give Jesus more than 30,000 people in [REGION] - *for a start*. That's not a small prayer but it's not really that big. See, there are over 300,000 people in [REGION]. From what we know, only about 2-3% of those are Christian. That's about 6,000-9,000...out of 300,000.'

Example 2 - 'At the moment around 93% of Australians don't know Jesus. This means that for each of us, there are between 8-10 meaningful connections we have with family, friends and colleagues where they aren't sure where they'll end up when they die. Our vision in the next 3 years is to introduce 1 of our friends to Jesus so that they can know Jesus and have assurance of where they'll spend eternity.'



Leaders who cast good vision are those who bleed it. You don't need to give them much of an opening to get them to (in some way) start talking about where the church is heading.

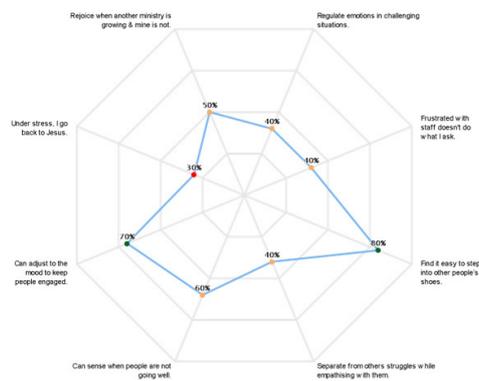
Vision takes its most formal form in a clearly articulated vision statement. But as you lead this church plant, the mistake to avoid is leaving the vision here. In reality, vision needs to be dripped continually through multiple avenues including vision nights, leader training, team/group settings, one-on-ones and prayer. The leader's responsibility is to continually promote the vision, with varying degrees of formality, through many avenues.

We will come back to how vision is used in each of the above areas at later points in this series, but at this point it'd be good to start building your own vision, and shaping it into a "stump speech" that you can use in talking to those about your church plant.

Our hope is always to help people explore this question further. We have made the CHURCH PLANTER ASSESSMENT TOOL (CPAT) available, which you can find at genevapush.com/cpat. On completion, we'll arrange a time to work through the report and help you decide on your next steps.

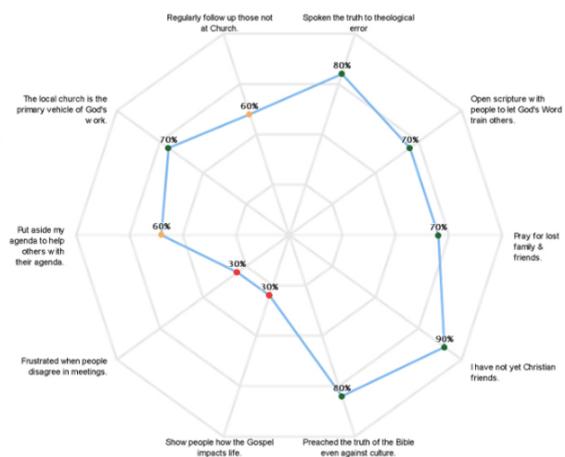
Emotional Intelligence

Examines how a Gospel Worker manages themselves: how they maintain emotional resilience & stability, how they look after themselves physically, how self-aware they are as well, their personal maturity as well as how they maintain stable & healthy relationships with others.



Theologically Driven

Examines the clarity of your understanding of the Gospel and its implications for life and ministry, as well as how this bears itself out in the conviction to plant a church.



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44 Margaret St, Sydney.

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