

The Questions of *Clarity*

Ministry teams that honor the Father's equipping value of **Clarity** necessarily *start with the "wins" in mind*. The following is intended as an overview of the key elements of clarity that need to be kept in mind as ministry plans are envisioned and developed.

Desired Outcomes – *Clarity for Ministry Servants and about the Intended Audience*

These are the most basic "wins" for a ministry; the heart of any vision. The following example comes from *Guest Ministry* and is included as an example (only a partial listing):

For our servants...

To Feel...

- A sense of belonging that comes from being a part of a healthy team and a God-sized mission that is bigger than themselves.
- Confident as a result of being effectively equipped and in a role that is a good fit.

To Know...

- The vision for Sunday Worship as well as their team's vision, while being inspired by it.
- Their service is making a significant difference in the lives of others, while also helping themselves discover and step into their own gifting

To Do

- Serving with joy and excellence, knowing there is always a choice in how one serves.
- Vision casting about their team and, if appropriate, inviting new servants to consider joining the team.

For our guests...

- Every guest receives multiple, friendly greetings
- Every guest is followed up with through multiple mediums
- Every 2nd timer is called by name

Cornerstone Clarity – *Aligning the Larger Community to Jesus*

As followers of Jesus, we want to **Do** what Jesus did, **Say** what He said, **Be** who He was, **Assume** what He assumed and **See** what He saw and is seeing!

Do – Our *Mission*

Why do we exist? What are we here to do? What unmet need are we passionately seeking to meet?

Say – Our *Statement of Faith*

What are the theological essentials / non-negotiables of our community? If we are a ministry, what are the theological distinctives of our calling within the context of our church's DNA?

Be – Our *Relational Values*

What are the facets of godly love as exemplified by Jesus? What are Apostle Paul's relational norms for Christ's Church? What do we expect of one another as we work together as a team?

Assume – Our *Ministry Philosophy*

There are multiple layers: 1) Why do we do things as we do both as a community and a larger movement? 2) What are the Bible's equipping norms that guide our ministry teams and their leaders? 3) What assumptions do we hold to be true about the target of our ministry? What constitutes effective ministry to that target audience?

See – A *Vision of a Preferred Future*

A *timeless vision* is one that will never be fully realized and typically serves as a consistent slogan for a ministry or community such as "*Love God; Love One Another; Love the Lost*".

A *time-sensitive vision* is a preferred future that has been discerned for the next year(s) with related questions as follows:

What will the community / ministry look like when the vision is realized? What does success look like? What will life be like when we get there? (3 sub-elements follow)

1. Desired Outcomes: Based on the discerned vision, what are the "wins" for both the target audience of our ministry and the servants who are part of the team? What does success look like for each?
2. Strategies: What are the best strategies for achieving the desired outcomes we have discerned? How should these strategies be sequenced to maximize their impact? What is the scope, nature and dimensions of the team(s) that will be needed to be activate these strategies? What resources will be needed in order to accomplish these strategies?
3. Goals: Within each strategy, what must we accomplish—specific and measurable goals—to be successful? What are the "mile markers" along the way that will allow us to know that we making progress towards our vision? (It is expected that some goals will be content focused while others will define process focused. Each should be measurable and achievable for whoever is responsible.)

Together, these cornerstone elements provide Jesus-aligned boundaries for all ministries that fall under them.
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