

# They Want Their Mission Statement Back

## Episode 378

### *The '90s Called (Part 1)*

**The '90s called, and they want their strategic planning process back.** That binder that's still on the shelf. The 10-year vision that has come and gone.

So many churches are still doing vision, planning and strategy following an old playbook—a 30+ year-old playbook. Is there a more modern way to unify your church body around your vision?

In this series, Amy and Sean will kick off 2025 by helping you learn a more nimble, actionable approach to planning and aligning your staff and church around a common purpose.

And in Part 1, they're picking on church mission statements and sharing what makes more sense.

### *Key Quotes*

1. AMY: "We want to help our pastors lead more nimbly in 2025 and create plans that actually drive action, not dust piles."
2. AMY: "It's important to remember that those foundational levels really don't change. And while we might need to wordsmith it now and again, those layers should be set."
3. AMY: "We need to have an organization and a leadership style that's agile, where we're trying new ways to reach and disciple people because, going back to the foundation level, the reality is we all have the same mission from Jesus."
4. SEAN: "Really think through what your mission statement sounds like, particularly to people outside the faith. People don't want to be the target of a mission."
5. AMY: "If we're trying to reach everybody, we won't get focused on the strategies that we need to be thinking about for the specific people that God's placed around our church."

### *Self-Assessment: How Are We Doing?*

1. Where has God placed our church? Gather information on age ranges, level of education, ethnicities, number of children, etc.
2. Who are we trying to reach? Consider age, spiritual condition, life stage, etc.
3. What's important to the person we're trying to reach?
4. If we're reaching the people we want to reach, what is working? If we're not reaching them, what needs to change with our strategy?

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