

Action Guide.

1. Clarify your values.

Discuss your values (use the notes on page 39)

Brainstorm the underpinning of your mission and why you do what you do:

- From your study of Scripture.
- By discussing what Jesus would value if he came to your church.
- By asking people what they do or would value about the church.
- In a crisis what do you focus on and what do you let go of?
- If you had to cut, which activities would you fight to keep and why?

Formulate your values

Once you have a long list, distil them into an essential list by asking:

- are these compelling because they are clearly from Scripture?
- are these essential to us as we achieve our mission in our context?
- will these motivate people to become part of a movement?
- how will the future change if we practice these?
- how will we measure whether we are living these or not?

This essential list of values should then be crafted into a clear, memorable and comprehensive values statement.

Communicate your values

Having agreed your values the challenge is then to communicate them so they are embedded into the life and thinking of the whole church. Some communication and embedding strategies include:

1. Publicity

- Website
 - does it value newcomers by being professional and up to date with a clear emphasis on visitors and not just geared at existing members?
 - are the values explained in a way that doesn't assume a level of knowledge about church jargon or a prior commitment to faith?
 - are the pictures representative of who the church is and what it's about?

- Other publicity vehicles

- does your logo incorporate what you hold dear or what makes you different or how you identify with the surrounding context?
- do you have a motto that highlights your main values?
- does your signage outside the church and banners and displays inside the church communicate your values?

2. Education

How do people learn the church's strategy in terms of mission, values and vision? Education methods to consider and decide on include:

- listing on website (in a way understandable and engaging to outsiders)
- presentation at welcome events and on welcome literature
- intro course covering what church is about and how to get the most out of it, what the gospel is, discovering your gifts, reading the Bible, prayer etc.
- occasional sermon series on values which is recorded and posted on the website for newcomers.
- reiteration at prayer gatherings, vision nights etc.

3. The cascade approach

Discuss the cascade approach in your setting:

- identify the receptive people who are influencers of others.
- take them away for a weekend and spend time chatting through the values till they 'get it' and are 'sold' on them.
- equip them to go and inspire others who then inspire others.

Output: Agreed values statement and strategy for communicating and embedding values

2. Decentralise mission flow.

Discuss which mission flow your church follows:

- Attractional; Incarnational; Emerging (The new door pathway); Gathered Missional (beyond attractional).

Questions to ask as you develop your mission flow include:

- what balance between activities out in the community and as the gathered church are you seeking? What does that say about your gathering priorities as a church?
- what role do you see church members having in mission – is there a come to me or go to them strategy? How does that shape mission strategy?

Output: Better understanding of the missional DNA of the church and resulting mission flow you value and aim to develop as a church in step 4