

Plan: Putting Together Vision, Strategy & Tactics for Church Planters

Casting a Compelling Vision - Be Men of Vision!



"Vision is the unseen picture of a future reality that inspires/ moves the heart to bring that idea/ concept into reality - it begins with the leader" - RR

1. Difference between vision and mission

Vision	Mission
Heart	Mind
Inspires	Informs
Future	Present
Why?	How?
Caught	Taught
Where are we going?	What are we doing? For whom? How are we going to get there?

Vision	Mission
Long term goal, always reaching, dreaming but never getting there! - Think eschatology	Short term goal, always implementing, doing, getting there.
Tesla: "To accelerate the world's transition to sustainable energy."	Tesla: ""To accelerate the world's transition to sustainable energy with a range of electric vehicles and energy generation and storage products."
Microsoft: "Our vision is to help people and businesses throughout the world realise their full potential."	Microsoft: ""Our mission is to empower every person and every organisation on the planet to achieve more."
Nike: "To bring inspiration and innovation to every athlete* in the world (*If you have a body, you are an athlete.)"	Nike: "To unite the world through sport to create a healthy planet, active communities, and an equal playing field for all."
Coca-cola: "To refresh the world in mind, body, and spirit."	Coca-cola: "To refresh the world in mind, body, and spirit, and inspire moments of optimism; to create value and make a difference."
Google: "To provide access to the world's information in one click."	Google: "To organise the world's information and make it universally accessible and useful."

2. Church Vision statements:

The Globe Church is *"all about JESUS made up of all sorts of PEOPLE involved in the greatest MISSION"*. <https://www.globe.church/> .

Redeemer exists *"to connect Jesus to people, people to community and community to mission"*. <https://redeemerqp.com/> .

All Nations Church - our vision is *"to be a church of all nations committed to making disciples of all nations" - for community, city, country and world"*.
www.ancbc.org .

What are your thoughts about these vision statements? Do their respective church websites do them justice? Can you picture what it is like?

—> So...A vision should be :

- a. **Audacious** (capacity to excite and scare in equal measure);
- b. **Simple** (expressed in a way people understand and get it);
- c. **Carried** (by the leadership team, staff and members to bring it about)

3. Casting a compelling Vision and building a team:

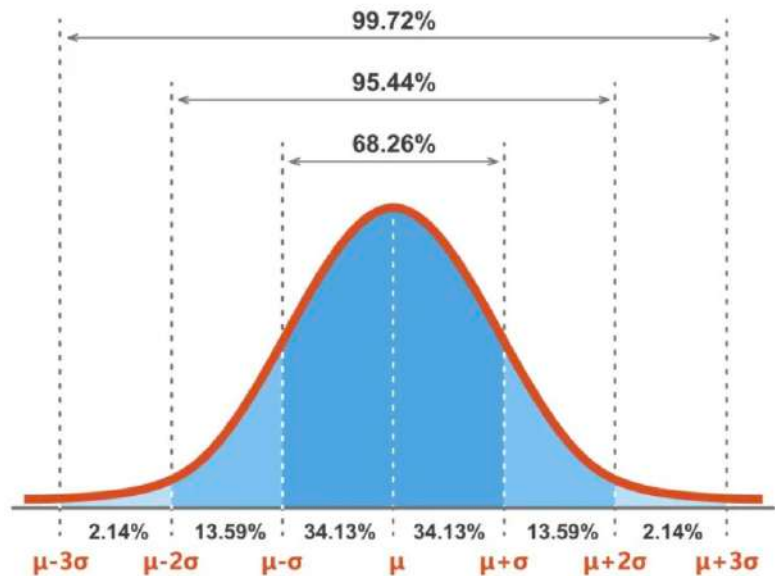
Vision Multipliers
(2.14%)

Vision Carriers (13.59%)

Vision Neutral (68.26%)

Vision Inhibitors
(13.59%)

Vision destroyers
(2.14%)



—> Your aim as the visionary is to pitch it to:

- a. **Vision Multipliers** (so they catch it quickly and envision vision carriers)
- b. **Vision Inhibitors** (persuading them, listening, loving, mitigating risks).

4. Instil Hope

- a. **We must - do this** (what's at stake)
- b. **We can - do this** (with God's leading and provision)
- c. **We are - doing this** (we're making progress - demonstrate).

5. Remember Vision is one of the four leaky tanks!

—> So keep topping it up (others are TRUST, VALUE and JOY).

6. 50/30/10 Yr Rule of casting Vision:

- a. 20-30's - language of vision...because they have 50 yrs ministry
- b. 40-50's - inspire from front, encourage from behind...because of stage
- c. 60-70's - language of legacy...because of age

7. FOCUS on NEEDS of COMMUNITY/ CITY/ NATION(S)

Jeff Bezos (Amazon) “The single most important thing is to focus on the **customer** (available, quick delivery, easy refunds) not the **competitor**.

Church Leaders are often pre-occupied by what others are doing and phased that they never end up taking any risks/ trying new things - leads to cynicism.

So focus not on what others are doing - but the needs of your community/ city and nation —> spot the gaps and plug it with vision.

Vision - DREAM BIG because God is BIGGER! - RR

Be careful what you pray for:

All Nations Church & Acts 11 Antioch pitch - Feb 2020

8. Examples at All Nations in 2022/23:

- a. FIEC 100 - Cross-cultural Evangelism Initiative - September 2022
- b. CCMT Programme - September 2023

—> Good practice to have 30 sec/ 3 min/ 30 min pitches

Strategy & Tactics

- Strategy and tactics will bring the vision (unseen) into reality
- Paul's missionary journeys Acts 13-19 - went from city to city - strategic
- A leadership quality within the prophet priest king triangle
- A framework that's helpful for the leader to plan and grow (not the be all and end all, not the goal or purpose - remember the Great Commission).
- Proverbs 16v9 - *in their hearts humans plan their course, but the Lord establishes their steps*. Human responsibility/ sovereignty of God!
- My talk on making wise plans and decisions on spotify: <https://open.spotify.com/episode/2ajisuKjUzx7XgyJ8kVL9k>
- Its good to plan strategically and think tactically
- Remember common grace - lot's of good secular stuff out there - mine it , plunder it.
- But be discerning! Ask - think - question - scrutinise.

1. Difference between Strategy and Tactics

Strategy	Tactics
Intent	Action
What needs to be done and why?	How does this need to be done and when?
High level thinking that defines the direction to take	Concrete actions and steps to implement direction
Aligned with the vision	Aligned with strategy
Focus on future	Focus on day to day running
Formed by the elders within the church	Executed by the managers/ trustees/ administrator(s) / members
Are we being effective? Doing the right thing!	Are we being efficient? Doing the right thing with biblically wise stewardship of resources/ money/ people!

2. Strategy helps to break vision into manageable chunks

- a. **Euston Church: Reach Out - Build Up - Send Out** see here: <https://www.eustonchurch.com/story>
- b. **Dundonald Church - We WITNESS to grow disciples.** see here: <https://dundonald.org/about-us/>

Worship
Instruct
Train
Network
Evangelise
Serve
Support

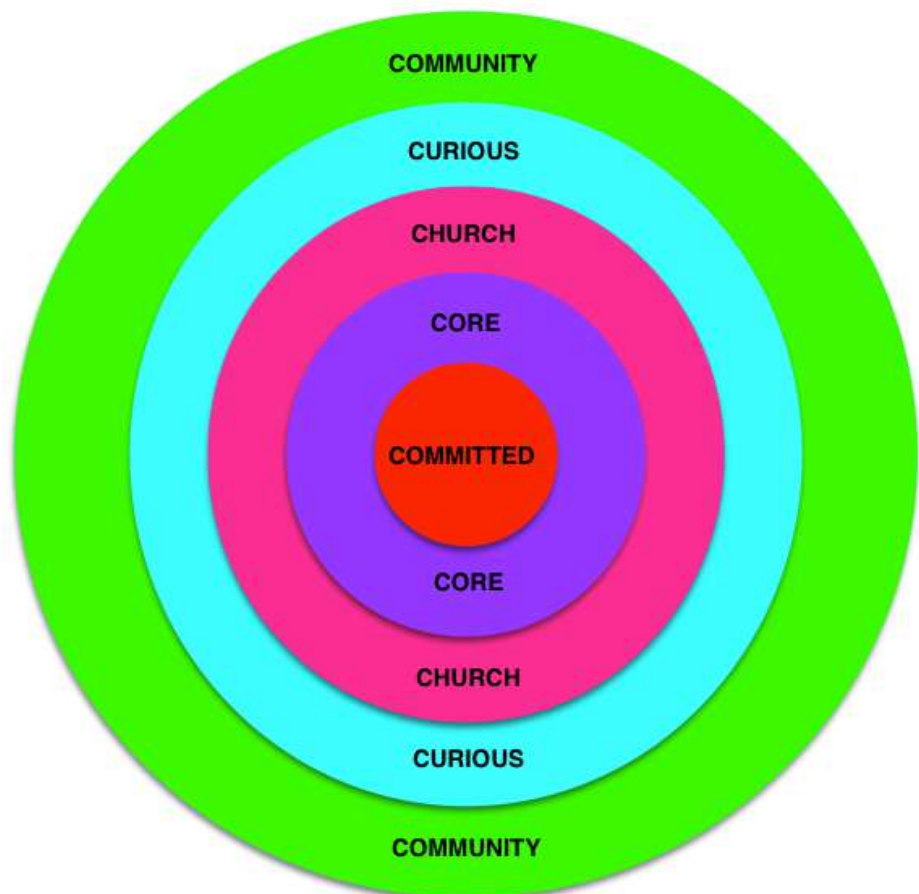
- c. **All Nations Church - 5 E's**

Engage
Evangelise
Edify
Equip
Enlist

—> Discussion:

What do you think? Too few?
Too complex?
Just right?

3. Identify the needs

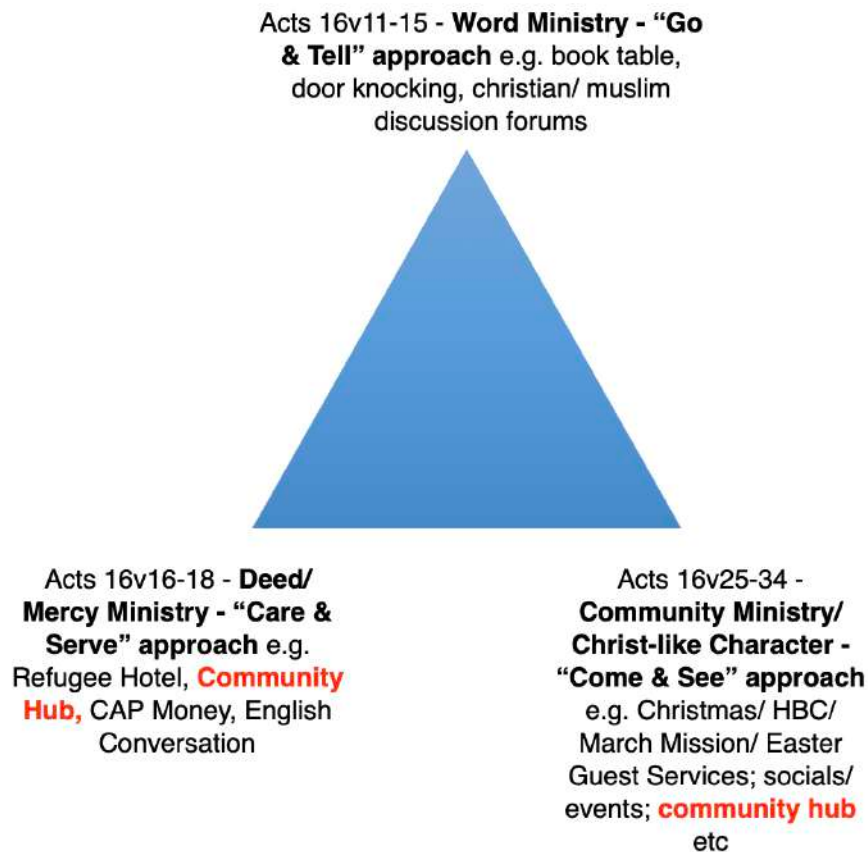


4. Populate the manageable chunks —> establish a pipeline —> then scale up

WHAT	ENGAGE	EVANGELISE	EDIFY	EQUIP	ENLIST
WHO	the COMMUNITY	the CURIOUS	the CHURCH	the CORE	the COMMITTED
PURPOSE/ GOAL	into MEETING	into Membership	to MATURITY	for MINISTRY	for MISSION
BIBLICAL MANDATE	Acts 8v26-40	Mark 1v14-15; 1 Cor 1v18-2v5; 2 Cor 4v1-10	Colossian s 1v28, Ephesians 4v13	Ephesians 4v11-12, 2 Timothy 2v2	Matthew 28v18-20
HOW	With compassion concern and service	With the gospel Go and Tell; Care and Serve; Come and See	With God's Word through preaching & teaching	With ministry training in knowledge, skills, character, personal godliness	With both God's Word and ministry training
Some Examples at All Nations	All Nations Hot Spot Community Hub Drop in School Assemblies Refugee Hotel Children's Club Sports Clubs	Book Table Door Knocking Guest Services HOPE Explored Fun and Bible Club Youth Nights Holiday Bible Club 2024	Sunday Preaching; Mid-week House Groups; Women's Bible Study Sunday school One-2-one's	Equip: Monthly Small Group Leaders Training Bi-monthly All Nations Preaching Group Cross-cultural Ministry Trainee Programme with our ministry trainees College placements: Oak Hill	Mission Partners: Athens and Georgia Sent one of our elders and his wife to Southport - pastoral ministry Sending a couple to USA Preparing to send a family to India

5. Even a particular aspect of strategy can be further broken down

A Biblical Evangelistic Strategy at All Nations - Acts 16 Triangle



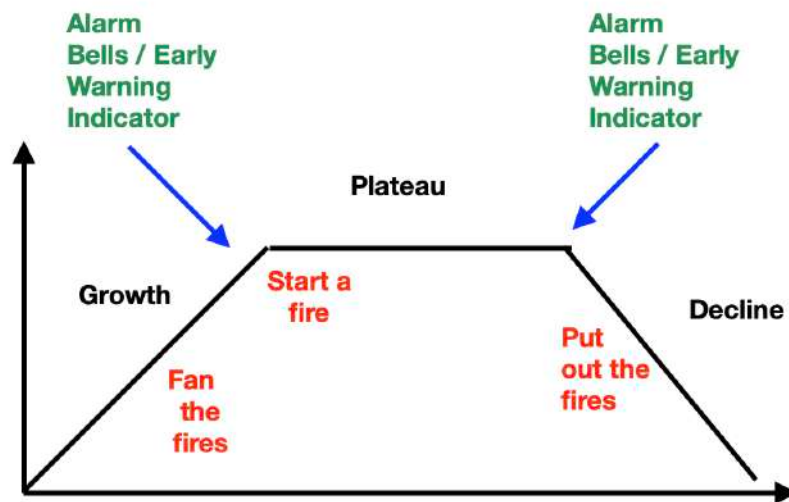
6. The Questions need to keep asking - that I was asked - that I ask my ministry trainees

- i. **Where am I?** (current position)
- ii. **Where do I want to get to?** (progression - vision)
- iii. **How am I going to get there?** (strategy and tactics)
- iv. **What’s stopping me?** (obstacles/ challenges)
- v. **How am I going to overcome them?** (creative solutions)

—> Think about getting a coach/ mentor/ consultation clinic/ training!

7. Growth Dynamic Graph

(Thanks to Philip Jensen, Richard Coekin and Ray Evans)



8. Putting it all together and any questions?

