

Christian Leadership Reflections

Discussion Guide

CONVERTING MISSION & VISION INTO AN END STATEMENT

https://www.cccc.org/news_blogs/john/2012/05/16/converting-mission-vision-into-an-end-statement/



- 1) Discuss your current vision statement, if you have one, and see how happy the board and staff are with it. If it still reflects your highest aspirations for the fruit of your labour, then it is worth using it as the starting point for developing your End statement. Otherwise, as you go through this discussion, you can develop something fresh.
- 2) It might help to first identify who you are doing your good work for. Who are your direct beneficiaries? They could be individuals or groups. Because you are a Christian ministry, as a result of your work someone's life will be better than it was before they engaged with you. Keep your beneficiaries in mind as you do step three.
- 3) What will change in your beneficiaries' lives because of your work? What are the short and medium term outcomes of your programs? What real change will you make in the external world beyond your own organization? A good way to start is to say "As a result of our existence, our beneficiaries will..." The key is that there is no reference to what you do or how you do it. The End statement refers only to the external world, never your organization.
- 4) DON'T try to incorporate all your current strategic statements. Keep it focused on one thing only - the change you want to make in the outside world. The End statement is really your definition of mission success. It is also, therefore, the measuring stick by which the board can evaluate the senior leader's success and conduct a performance review.
- 5) Test your End statement with staff, volunteers, and donors and ensure that it is highly motivational. This is the cause that you are asking people to commit their careers and resources to.

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