



VISION

Your vision statement is WHY you exist. It is literally the vision of a future that does not yet exist. It has to be completely idealistic... grand... aspirational. In the words of Bill Hybels, "Vision is a picture of the future that produces passion."

It often has several characteristics, such as

- CHALLENGING *it moves people*
- VISUALLY STATED *it paints a word picture*
- STRETCHING *it moves beyond typical thinking patterns*
- EMOTIONAL *it generates enthusiasm & desire for change*
- ACHIEVABLE *it can be imagined as possible*
- CLEAR *it can be understood, even by outsiders*
- SHORT *it should be as short as possible*
- FUTURE ORIENTED *it is not a statement about the present*

Vision is...

- the ability to see Moses
- the faith to believe Abraham
- the courage to do Joshua
- the hope to endure

James Ryle

An effective vision will be memorable, portable, and motivational.

The critical differences between a purpose statement and a mission statement

PURPOSE

- ❖ Answers the question "Why do I do what I do?"
- ❖ Directed upwards, not other people
- ❖ "Being" oriented
- ❖ Vertical
- ❖ Brings passion to one's entire life
- ❖ Comes before and leads to mission
- ❖ Very challenging; the purpose statement is an ideal statement (one that you will not always be able to fulfill).

MISSION

- ❖ Answers "What am I uniquely called to do?"
- ❖ Directed toward other people
- ❖ "Doing" oriented
- ❖ Horizontal
- ❖ Brings clarity to one's life (focuses passion)
- ❖ Comes after and is fueled by purpose
- ❖ Relatively easy; your mission is what you are naturally designed by God to do.

Your vision must be something that burns in your heart but is too big for you to do on your own. Old vision is a lot like popcorn left out on the counter for three days.

A common Bible verse used is Proverbs 29:18. The Hebrew word **chazown** means "a dream, revelation, or vision", and it appears 34 times in the O.T.

KJV - "Where there is no vision, the people perish."

MSG - "If people can't see what God is doing, they stumble all over themselves."

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