WELCOME

MSW INCUBATOR COHORT 2026 - 2027





PARABLE OF THE TALENTS

MATTHEW 25:14-30

TWO OUTCOMES:

- WASTE
- FRUIT

DO NOT BURY YOUR TALENT!

OVERVIEW AND OBJECTIVE

TEAM INTRODUCTIONS

- Name, organization, and your hope to takeaway from our time together (today and/or as a whole).
-

PURPOSE/GOALS OF THE INCUBATOR

- Receiving and Giving
- One-on-one coaching; use of monetary gift
- Hub overview and potential practice

DAILY DEVOTION and PRAYER

- We want to glean from others; plan to lead devotions
- Let's lift one another in prayer; no leader walks alone!

Telling Your Story

- Learning to tell your story well, in different ways, and with the same passion and energy each time
- Understanding that you will get better at telling your story

WHAT MUST BE REMEMBERED

This is a growing season for you...that is why you have applied for and joined the incubator. And you are joining with OTHERS!

This is a safe, judgement-free zone where vulnerability and humility will foster growth. We want growth...even if it comes with growing pains.

This is the environment we expect!

PRACTICUM #1

VISION
MISSION STATEMENT
BRAND PROMISE
AND CORE VALUES

YOUR STORY & VISION

A STORY IS A NARRATIVE (PAST, PRESENT, AND ENVISIONED FUTURE)

YOU AND YOUR ORGANIZATION IS A CHAPTER IN GOD'S STORY OF REDEMPTION

AS YOU SHARE THE VISION OF YOUR ORGANIZATION...IT SHOULD INCLUDE YOUR STORY AND ENDS WITH GOD'S STORY(WHAT YOU HAVE SEEN AND WHAT YOU WILL SEE)

UNFOLDING OF A VISION

ACTIVITY- DREAMS AND VISIONS

STORY OF MSW

STORY OF GLENDALE PREP

PROVERBS 29:18- *WHERE THERE IS NO VISION, THE PEOPLE PERISH (CAST OFF RESTRAINT)*

CASTING VISION THROUGH STORY

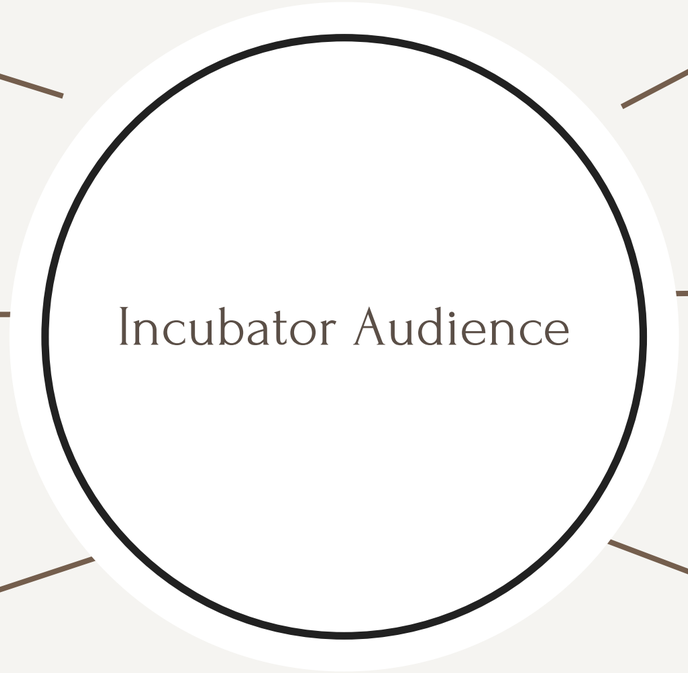
THE STORY.....SHOULD ANSWER ONE OR BOTH OF THE FOLLOWING QUESTIONS:

WHAT PROBLEM ARE YOU SEEKING TO SOLVE?

WHAT NEED ARE YOU TRYING TO FILL?

Consider the VISION for the INCUBATOR

Who is your Audience?



The People of God

Those interested in the Kingdom

Various Accelerators/Consultants

Session leaders, partners, network

Potential Incubator Employees

Those who want to fullfil their calling by using their gifts and talents in service to others

Christian non-profit leaders

Those who lead non-profit or know of those who lead

Donors to Incubator

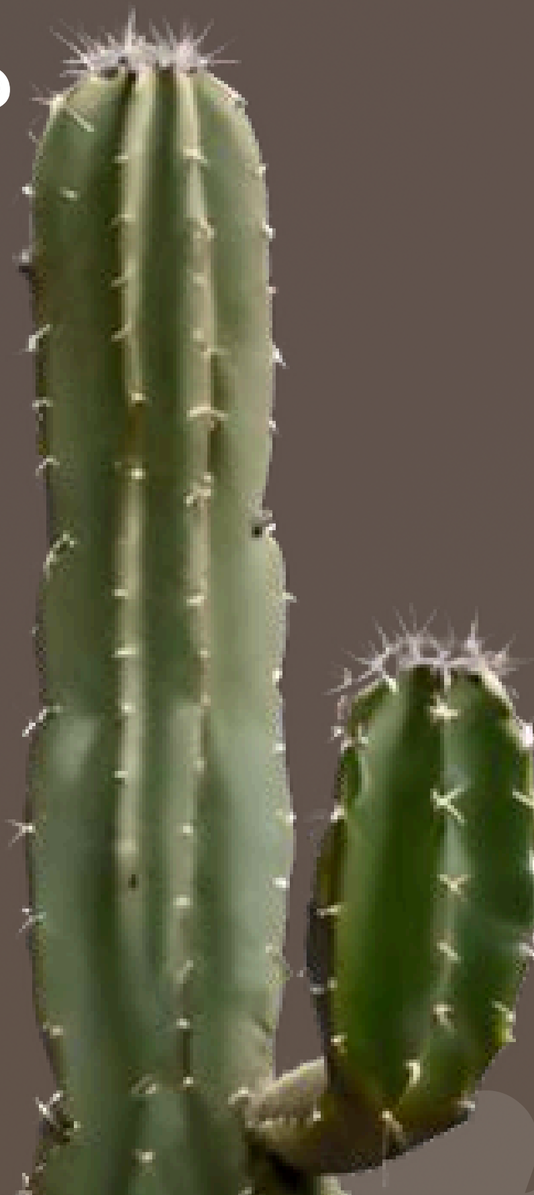
Those who hear about the Incubator and want to support it

Unbelievers

Folks intriigued by what they are seeking in the faith-based nonprofit space

DO I TELL THE WHOLE STORY....PART OF THE STORY?

1. Where is the story unclear? Where is it confusing?
2. How does it connect with God's story of (Creation, Fall, Redemption)?
3. How does it connect to human flourishing for all humans?
4. Is the problem/need significant?
5. Can this story expand/reach others, so they want to be part of it? Is it limited in its reach?
6. How can each person find his/her story connected to the story?
7. How does the story expand/end? What will this look like in 5, 10, 20, 50 years? Is the Incubator still around?
8. What are the opportunities currently to tell the story; how can new opportunities form?



THE CHALLENGE; AND THE RESPONSE?

Is story telling a gift or skill?

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Name some great storytellers?

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Name some great storytellers?
Who is the greatest storyteller of all time?
What if you are bad at storytelling?
Is there any hope for one who is bad at storytelling?
What are some ways to improve; become more intentional?

YOUR TURN

HOW TO TELL “YOUR” STORY; CAST YOUR VISION

1. WHAT PROBLEM ARE YOU SOLVING? WHAT NEED ARE YOU FILLING?
2. LIST YOUR AUDIENCES; WHICH PART IS FOR WHOM?
3. THIS IS YOUR STORY!!!
4. REMEMBER TO INVITE

BREAK

10 MINUTES

LISTEN TO A STORY

What did you notice?

MOVING FROM VISION TO MISSION STATEMENT

01 PROBLEM SOLVED/NEED MET

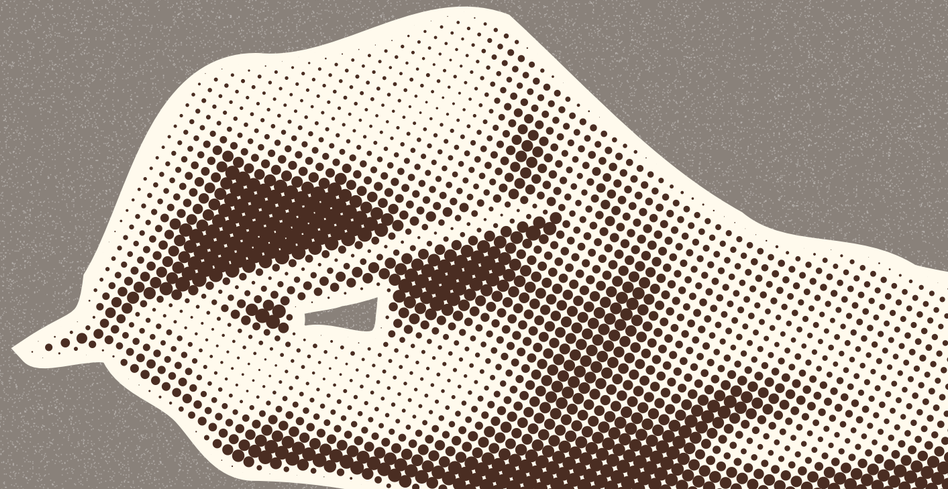
02 AUDIENCE(S)

03 TELL YOUR STORY

04 ADDRESSING THE HOLES

05 NOW....CONSIDER HOW PEOPLE WILL LEARN ABOUT YOUR ORGANIZATION APART FROM THE STORY. HOW WILL “WHO YOU ARE” AND “WHAT YOU DO” BE READ, SENT BY OTHERS....AGAIN, WITHOUT THE STORY AND THE STORY-TELLER;

If your vision is a story (personal and communal), what is your mission statement?



Consider Some Famous Companies-
Does their slogan get to “WHAT”, “HOW” , and/or “WHY”?
Can you spot the Problem or Need?

01



"TO BRING INSPIRATION AND INNOVATION TO EVERY ATHLETE* IN THE WORLD. (*IF YOU HAVE A BODY, YOU ARE AN ATHLETE.)"

02



"WE ASPIRE TO MAKE PEPSICO THE WORLD'S PREMIER CONSUMER PRODUCTS COMPANY, FOCUSED ON CONVENIENT FOODS AND BEVERAGES."

03



"TO BRING THE BEST USER EXPERIENCE TO ITS CUSTOMERS THROUGH ITS INNOVATIVE HARDWARE, SOFTWARE, AND SERVICES."

04



"REFRESH THE WORLD. MAKE A DIFFERENCE."

05

L'ORÉAL PARIS

TO CREATE THE BEAUTY THAT MOVES THE WORLD.

06



"TO MAXIMIZE PROFITABILITY AND SHAREHOLDER VALUE THROUGH SUSTAINABLE GROWTH EACH YEAR"

Consider Some Famous Companies-
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07



"TO MAKE LIFE BRILLIANT."

08



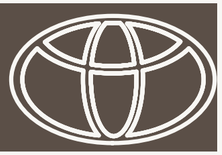
"TO MAKE DELICIOUS FEEL-GOOD MOMENTS EASY FOR EVERYONE."

09



"TO ENTERTAIN, INFORM AND INSPIRE PEOPLE AROUND THE GLOBE THROUGH THE POWER OF UNPARALLELED STORYTELLING..."

10



"PRODUCING HAPPINESS FOR ALL."

11



"TO IGNITE AND NOURISH FLAVORFUL EXPERIENCES."

12



"TO DEVOTE ITS TALENT AND TECHNOLOGY TO CREATING SUPERIOR PRODUCTS AND SERVICES THAT CONTRIBUTE TO A BETTER GLOBAL SOCIETY."

Mission Statement- Should get to the "Why?", not just the "What?" and "How?"

View video through minute 6:00



Characteristics of Mission Statements (The 5 C's)



1

CLEAR

Are there follow up questions needed? Will it be remembered?

2

CONCISE

Can it be repeated? Will it bring confusion if too long?

3

COMPREHENSIVE

Is it too basic or broad that is does not identify you from others? Does it give the full picture?

4

COMPELLING

How will you know if it matters to reader/hearer? Does it move people emotionally; help them imagine/see?

5

CHRIST-CENTERED

What is the theology behind the mission? Does it connected with Creation, Fall, Redemption)? Does it point to Christ?

MISSION STATEMENT

CLEAR
Are there follow up questions needed? Will it be remembered?

CONCISE
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What is the theology behind the mission? Does it connected with Creation, Fall, Redemption)?

Incubator Mission Statement

The MSW Incubator seeks to find, train, and develop Kingdom-focused leaders who desire to engage in a rigorous process of teaching and learning to strategically steward their God-given gifts and talents to bear lasting fruit in our Valley.

SHORTENED VERSION

Music Serving the Word affirms that creativity reveals God's glory. Our mission is to cultivate the creative gifts, talents, and purpose of every human, created in the image of God, their divine Creator, as well as promote the health of faith-based non-profits in the Valley. We hope to foster fruit, abundance, and human flourishing for God's glory through our people, place, process, and platform.

VS

Our mission is to cultivate the creative purpose of every human and promote faith-based nonprofits in the Valley to foster fruit, abundance, and human flourishing for God's glory.

YOUR MISSION STATEMENT

- Develop and/or Write your Mission Statement on the white board
- Write the 5 Cs in list form next to your Mission Statement.
- We will then go around and assess one another, marking a check mark if it has the C.
- Then we will discuss; be open for candid, loving conversation.
- For those who do not yet have a Mission Statement; let's work on it together as a group.



LUNCH BREAK

45 MINUTES

SUMMARY OF WHERE WE ARE:



VISION

This is the big idea...what you envision built on the past,
evidenced in the present, and hoped for in the future....told through your STORY



MISSION STATEMENT

This is your Vision broken down in to action...what you do and how you do it!



BRAND PROMISE

What is your guarantee? What will folks remember about thier experience with your organization?



CORE VALUES

How you hire; how you assess; how you fire. What is the essence of your people/team?

Inside-Out Mentality

BRAND PROMISE

WHAT DOES YOUR ORGANIZATION GUARANTEE...TO ANYONE, TO ALL?

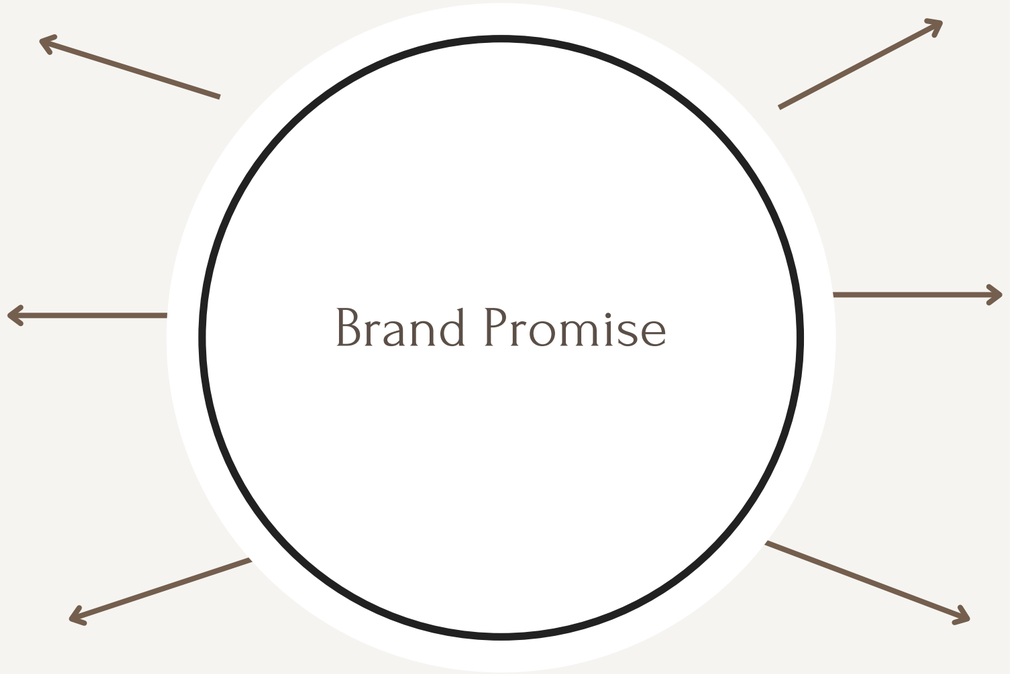
HOW ARE YOU PERCEIVED?

How are you perceived?

Long-Term Value Proposition

Genune/Authentic Value vs.
Perceived/Generic Value

Distinct from Others



Personalized in Some Way

Consistent and Reliable

Pride in Association

HOW ARE YOU PERSONALLY PERCEIVED?

HOW ARE YOU PERSONALLY PERCEIVED?

”EVERY HUMAN BEING IS A BRAND, THE WAY YOU SOCIALIZE, WHO YOU KNOW; WHAT YOU SAY; HOW YOU SAY IT.”

-JERRY SEINFELD

QUESTIONS TO CONSIDER

1. HOW DO YOU WANT OTHER PEOPLE TO DESCRIBE YOU?
2. WHAT ARE YOUR MOST DISTINCTIVE (UNIQUE) ATTRIBUTES?
3. HOW DO/WILL YOU ENHANCE OTHER PEOPLE'S LIVES?
4. DOES YOUR BRAND ELICIT EMOTIONAL INTEGRITY AND CREDIBILITY?
5. DOES YOUR BRAND ELICIT FUNCTIONAL AND STRATEGIC BENEFIT?

STEPS TO GENUINE BRAND

Begin with Values (Core Values)

Your Brand begins with what you value and sharing that value with others

Inside-Out Paradigm

Activate your Mission

Your mission is what you DO; how you ACT. What you do and how you act is the cause of the effect you leave on everyone.

Deliver on your Distinctives

If you are consistent with what everyone else is doing, you will not be remembered.
Emphasize what makes you unite; separate your from what “else” is out there.



Remember Vision Always

If you do not keep in mind the full Vision (Past, Present, and Future), your brand could hamstring your Vision

Nail Down Consistency

A genuine brand never takes hold if there is not consistency.
Sweat the small stuff...always, while remembering to affirm dignity and extend grace.
Your actions and behaviors MUST affirm the brand promise.

Compare the previous Mission Statment to the Brand Promise

01



JUST DO IT

02



IS IT IN YOU?

03



THINK DIFFERENT

04



OPEN HAPPINES

05

L'ORÉAL PARIS

BECAUSE YOU'RE WORTH IT

06



FINGER LICKIN' GOOD

Compare the previous Mission Statment to the Brand Promise

07 

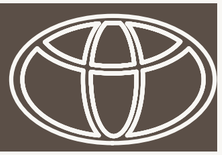
A DIAMOND IS FOREVER

08 

I'M LOVIN' IT

09 

THE HAPPIEST PLACE ON EARTH

10 

LET'S GO PLACES

11 

AMERICA RUNS ON DUNKIN'

12 

DO WHAT YOU CAN'T

ACTIVITY

Building Your Brand Promise

CORE VALUES

WHAT IDENTIFIES YOU AND YOUR TEAM
(INTERAL FOCUS FOR EXTERNAL
IMPACT)

CORE

AUTHENTIC/ACTUAL

"WHO WE TRULY ARE WHEN WE'RE AT OUR BEST."

VALUES

ASPIRATIONAL

"WHO WE SAY WE WANT TO BE, BUT WE AREN'T YET THERE CONSISTENTLY."

TESTING AUTHENTICITY

EVIDENCE

Can you point to 2–3 real behaviors, stories, or decisions in the last year that prove this is lived out?

COST

Has this value cost the organization something? (e.g., turning down funding, losing staff, sacrificing convenience).

ACTIVITY- NOTE EACH CORE VALUE AND THEN MARK IF IT PASSES THE EVIDENCE AND COST TEST

CORE VALUES

ACTUAL

“WHAT WE TRULY LIVE OUT IN DECISIONS, CULTURE, AND BEHAVIOR (INTENDED IDENTITY)...”

PERCEIVED

“WHAT OTHERS BELIEVE WE STAND FOR, BASED ON LIMITED OBSERVATION OR EXPERIENCE (REPUTATION).”

TESTING REALITY OF CORE VALUES

ACTUAL

WRITE OUT WHAT YOU BELIEVE ARE THE CORE VALUES OF YOUR ORGANIZATION.

PERCEPTION CHECK

1. WHAT WOULD YOUR EMPLOYEES SAY ARE YOUR VALUES BASED ON DAILY EXPERIENCE?
2. WHAT WOULD CLIENTS/CUSTOMERS/COMMUNITY SAY?
3. WHAT WOULD A NEW STAFF MEMBER NOTICE IN THEIR FIRST DAY; 7 DAYS; 30 DAYS? (VM SHARE OUT FROM NEW JOB AT CHRISTIAN NON-PROFIT)
4. IF THERE WAS A HIDDEN CAMERA, WHAT WOULD VIEWERS SEE/HEAR?

MSW CORE VALUES
(TEAM- ARE THESE ACTUAL OR ASPIRATIONAL?)

Christian Integrity (Moral Compass)

- Live out Fruit of the Spirit
- Pray for others; share concern for others
- Follow Biblical commandment for Conflict Resolution (NO gossip/slander)
- Blameless in word and deed
- Take ownership as needed; can extend grace and forgive

Professionalism (Problem Solver)

- Meet Deadlines
- Arrive on time; punctual
- Follow procedures
- Seek out clarity when needed
- Discern when to “figure it out” and when “to seek guidance”

Teamwork/Collaboration (Teachable)

- Include others in decision making
- Know MSW story/able to share
- Invite and welcome feedback from others
- Support Team goals OUTSIDE of own role
- Know oneself to work off of strengths and seek others out to utilize their strengths

Productivity (Fruit/Abundance) (Motor)

- Meet/exceed Dept. goals
- Seek answers/ Find solutions/Take initiative (self-directed)
- Offer solutions; eager to brainstorm with others
- Identify waste and poor stewardship
- Take on additional roles because it is needed, not because one is asked

MSW INCUBATOR CORE VALUES (OUTWARD FACING)

THE IDEAL MSW INCUBATEE

Motor, Teacheable, Moral Compass, and Problem-Solver

Creating a healthy cohort culture of participation and vulnerability

Fostering candid and loving accountability of expectations (self-accountability)

Instilling gratitude and service after launch

Strengthening a network of Kingdom-builders

INCUBATOR MISSION STATEMENT

The MSW Incubator seeks to find, train, and launch Kingdom-focused leaders who desire to engage in a rigorous process of teaching and learning to strategically steward their God-given gifts and talents to bear lasting fruit in our Valley.

INCUBATOR CORE VALUES (INTERNAL)

(TEAM- ARE THESE ACTUAL OR ASPIRATIONAL?)

1. Reflect a vibrant and growing Christian faith
2. Find joy in collaboration
3. Choose to see the good in all things
4. Be caring, candid, and constructive in conversation
5. Deliver more than expected

ACTIVITY

YOUR TURN TO DO SOME SELF-ASSESSMENT

15 - 20 MINUTES



WHAT IS VISION/MISSION DRIFT?

Hebrews 2:1- We must pay the most careful attention, therefore, to what we have heard, so that we do not drift away.



PRINCETON (THEN)

""Cursed is all learning that is contrary to the cross of Christ" (1746)

PRINCETON (NOW)

"Princeton in the nation's service and the service of humanity".

BOY SCOUTS OF AMERICA

"To teach patriotism, courage, self-reliance, and kindred values to boys"

SCOUTING AMERICA

"The mission of Scouting America (formerly the Boy Scouts of America) is to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Scout Law"

MISSION DRIFT

SHARE OUT

WHERE YOU DO ANTICIPATE MISSION DRIFT?

WHERE HAVE YOU SEEN MISSION DRIFT?

WAS IT IN YOUR CONTROL OR NOT?

MAKING MISSION THE PRIORITY

GATHER feedback often

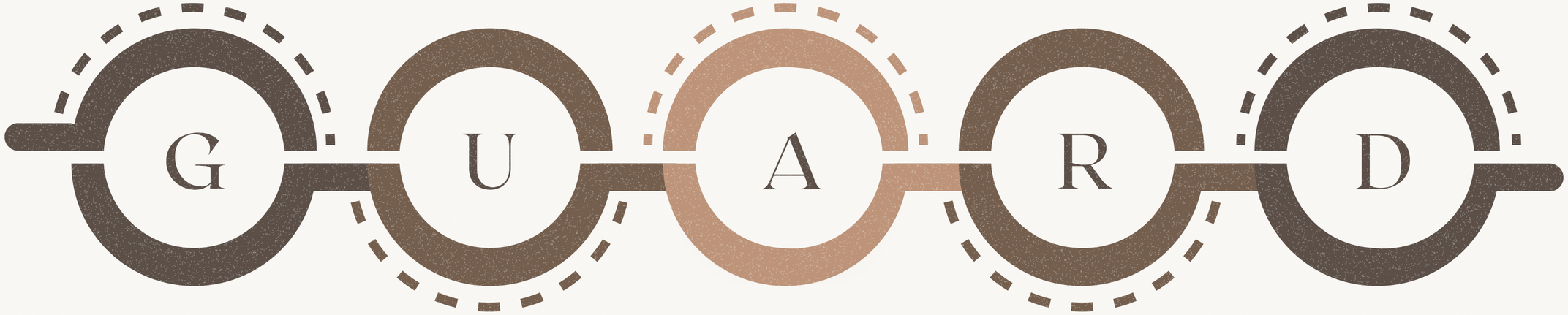
Talk to your team about drift, temptations, the dangers, and schedule time for the team to discuss. It can be personally hurtful if some rightly or wrongly identifies drift.
Talk to other leaders about their perspective.

ACCOUNTABILITY is key

Note someone who is the gate-keeper of culture; Matthew 18 is our guide. When you meet as a team to pray, make sure Vision, Mission Statement, and Core Values are incorporated in the Prayer.

DEVELOP common language

From the mouth, the heart speaks. Make sure that the talk is wholesome and consistent with your Vision, Mission Statement, and Core Values



UNITE your team around story telling

Post the story, everyone can tell the story and their story; internal and outward facing documents have the story

RECRUIT based on mission and not need/expertise

Make the Vision, story, and mission statement part of interview process; gauge reaction; culture is more important than productivity or efficiency.

FINAL THOUGHTS; FOR NEXT TIME....

SEEK OUT RALLYING MOMENTS

Plan telling your Story and casting your Vision

PREPARING FOR NEXT TIME

Reading to grow and share

WHO ELSE CAN SHARE THE STORY

Ask around

FEEDBACK; TAKE-AWAYS

Reminder about Office Hours