



Casting your Vision by telling your Story

1. Vision- What does your organization look like 10 years from now...5 years...3 years from now next year?

10 years

5 years

What do you want to see this coming year?

2. Now share what you envision with a story. What is the Story of “your” Organization / Ministry? (Consider a key-word outline)

What is your organization’s story?

Where do you fit in that story (sharing a job title and responsibilities is not story-like :)? Tell your story and how it unites with the organization's story.



3. Communicating Your Vision to an Audience

Consider key audiences: Family, friends, employees, donors, board, volunteers, community, and those you serve. These are questions to consider on your own time!

How does the story need to change based on the audience? Any and all should be invited to join the story...but how may vary.

Who should be able to tell the story? (Can each person in your organization tell the story, as his/her story, and in a way that casts the Vision?)

How can you make storytelling part of every job description/make it the expectation?

4. Need/Problem?

How does your vision/story capture some aspect of “redemption”? What is the **Problem** to be solved and/or **Need** to be filled?



5. YOUR STORY- Putting it all together (keyword outlines can help)



6. Feedback & Refinement (consider now another's story)

Story #1

Does the story resonate with you?

If so, why?

If not, why not?

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Story #2

Does the story resonate with you?

If so, why?

If not, why not?



MISSION STATEMENT

1. Write out your Mission Statement (or create yours now!). You may do it here and on the whiteboard as well.
2. Go back and note if the mission statement notes the “what” you do and the “how”...even better if you see a “why”!
3. Did you have the 5 C’s (Clear, Concise, Comprehensive, Compelling, and Christ-Like).



BRAND PROMISE

Brainstorming Questions

What has/does your organization consistently do/live out? (Note- I would suggest you test that this has taken place for at least 1-2 years)

What do those you serve remember about their experience? What would you want them to share with others?

What is your guarantee that separates you from everyone else?

How might you turn your mission statement into a much shorter, easily remembered promise?

_____ promises

that _____.

_____ promises

that _____.

CORE VALUES (inward, then outward facing)

1. What are the stated/formal core values? (if none, draft now)...suggest no more than 5.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

2. Which ones are aspirational vs. actual? Go back and note next to the core value (ASP) or (ACT)

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- 3. Provide an explanation (not excuse) for one that you marked aspirational. Explain how this is frustrating or discouraging as to why it is not actual.**

- 4. What is needed to make this core value actual?**

- 5. What would an employee say he/she noticed on their first day...first week?**

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- 6. What would you want a volunteer to notice if he or she only served one time? What is in place that would help you know for sure?**

- 7. Which of the core values do you as the leader live out best; where might you not be blameless?**

- 8. If you were to add 2-3 other core values that are not present, what would they be?**

Mission Drift

(self-examination and cohort coaching)

1. Note briefly where there has been mission drift in your organization/ministry. What took place, what was the cause, and what lasting impact did the drift have on the organization/ministry?

Was this drift in your control or out of your control?

2. Note where there could be mission drift in your organization/ministry. What could take place, what could be the cause, and what lasting impact could it have on the organization/ministry?

Is preventing the threat above in your control or out of your control?

Goals and Guidelines for Cohort Coaching

The Principle/Philosophy

We are not solving the problem but asking questions.

A coach is someone who provides the guidance and tools for a player. A player is one who implements what he or she has learned. A coach cannot play the game for the player. Leaders are great at problem-solving. It comes naturally, and we are generally effective in locating the problem and finding an effective solution.

However, great skills in problem solving can become a vice or hindrance if our people or colleagues do not have those skills themselves. They will never develop that skill as long as we solve the problem for them. Think of the many times the disciples came to Jesus with the hope he would explain the parable. They were slow to listen and understand. They had ears but did not hear; they had eyes but did not see. If we are too quick to solve problems for others, we limit the critical learning experience. Even if they find satisfaction in always coming to us, and we find fulfillment as a source of help, they do not develop the necessary leadership skills.

The Purpose

We are seeking to help our brother/sister in the Lord by being in the room to empathize and support. What we will find is that when coached, we soon realize we have missed the essential problem or come to see where we were blind. When doing the coaching, we engage in the process of wonder/curiosity that will help us practice self-examination in the future and expand our own skill of problem solving.

The Process

One of you will share what is weighty, frustrating, where you are stuck, etc. The group will then refrain from solving the problem or making suggestions. Cohort Coaching requires us to listen and ask genuine questions of clarity, curiosity, and care.

Cohort coaching takes time and patience.

The Product

Faith, hope, and love results from taking time to be vulnerable, open to others, and allow them to ask questions of your mind, heart, and soul. When done in the LORD, there is a peace that comes when considering that which before was weighty, frustrating, or bringing a feeling of being stuck. For those doing the coaching, they come to see that it is indeed better to give than to receive. They are blessed in having an opportunity to serve another.