

# Vision Summary

---

## *Developing a Compelling Case*

Vision requires moving people from a place of unrest to a transformational new reality. It is a picture that compels someone to move to that reality. In final form, vision is more than a rationale but a passionate story of a new day. The present is no longer an option and the future must be different. In that sense, to call this a journey is more than a metaphor. It is a movement for your church. Here is not good enough any longer. We must move to there.

The first step on the journey is to define a destination. That is the goal of the vision summary or case for the vision. You need a clear, concise statement of that vision and why others will go there with you. This first version of the case will serve as the basis for the “elevator pitch” for telling your story moving forward.

## **Elements of a Compelling Case**

- It is written from the perspective of those invited on the journey. In other words, it is written facing the ministry volunteer. Perspective is everything. It cannot be presumptive in understanding.
- State the ministry challenges that have led to this moment at your church and why this case is the best solution to those issues. As you unpack circumstances, each issue is a clue that ultimately will give evidence to God’s direction in this journey. These challenges could include:
  - How the limitation of volunteers restricts your ability to reach people.
  - A new process to connect people to ministry options. In short, beyond filling jobs at the church, you are looking for new ways to generate ministry based on those who will serve.
  - Ministries that are productive but have reached a plateau.
  - Obvious needs in the community unmet because of a limitation of resources.
  - Ministries needed that clearly represent an extension of your missional identity.

Also, a word concerning the balance in our message: these issues should always convey a sense of **urgency** without being **alarmist**. Urgency is needed for individuals to realize the priority to act **now**. Urgent cases require my action and, more importantly, my action can make a difference in the outcome. If, however, the case appears alarmist, then people may doubt how much impact their response can have. The perception may be that things are too far down the path for my actions to make a material difference. If the case appears too desperate, then people may also have doubts as to why leadership waited so long to act.

- Briefly state steps taken to understand the challenges and the process of good decision making. A quick overview on leadership actions and the steps taken that led you to this point.

## Vision Summary

---

- An outline of the Open Doors solution to the challenges. List the elements of your proposed action and why each one will address the issues already stated. Solutions should be communicated in ministry terms and impact.
- As a result of these challenges and this solution, you are beginning an envisioning process that will require the prayerful response of your key leaders. Ultimately, this decision should be the result of prayer and discernment. The church is committed to a process that will challenge everyone to spiritual discernment first and to mobilize as a result. Clear direction should come out of a commitment to discover God's faithfulness more than simply meeting needs.

After you have written your draft for the case, read it, asking yourself the following questions:

- Is the statement clear to someone who has not been part of the decision making process to date?
- Does this statement communicate a clear logic in our actions?
- Beyond logic, does this statement communicate a passion for ministry and heart behind our response to the challenges? In other words, does the case inspire me?
- Is the urgency in the case apparent, without being alarmist?
- Does it portray leadership in a way that inspires confidence?
- Does the statement give the essential elements of the vision in specific ministry terms?
- Does the case give a clear sense of process?
- Does the case clearly establish a spiritual response is needed before anyone will be asked to invest time or energy in ministry?