

Two Page Plan™



PURPOSE

Your purpose is your deep sense of why. It's the ultimate reason you exist and is rooted in Scripture. It's not going to change and it will always push you forward. Because of this, you'll never really accomplish it and it doesn't have an end date.

MISSION

While your purpose is eternal, your mission needs a due date. NASA's current mission is to land people on Mars. When they accomplish it, they will ask, "What's next?" Give your mission a due date and make sure everyone in your church can be involved.

PROFILE

Most churches say "everyone" and while that's a great sentiment, it could set you up for confusion. Instead, think through who you are and what you do, and wrestle through who you are called to reach and most likely to reach.

VALUES

Values are words or phrases that describe who you are and how you behave. Some can be aspirational, meaning you're striving to personify them. Some can be obvious (i.e. we believe the Bible), but you should try to be specific.

DISTINCTIVES

Similar to core values, but an opportunity to be even more descriptive. This is what makes you different from every other church in town. This is where you reflect your unique DNA. These often show up in your communication.

KEYSTONE MINISTRIES

Your church does a lot of things, but not all of them are equally important. Call out the ministries that hold your church together. What would fundamentally change your DNA if they went away?

STRATEGY

The most overlooked part of most church plans, strategy answers the *how* question. What are the steps you are taking in pursuit of your purpose?

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THREE-YEAR OUTLOOK

This is a place to crystalize your mission, vision, and goals and describe what your church will look like a few years from now. By giving words to your picture of the near-term future, you help people see where you're going. You're not trying to be artistic with your language, but specific in how you describe the future.

ANNUAL GOALS

Your goals originate from your purpose and mission and you're tracking success through metrics and reporting. The intent is not to have too many, but to lift up a handful of goals that will be easy to understand and track. Alignment happens here.

90-DAY FOCUS

As your entire team pursues your annual goals, how can you make significant progress in the next 90 days? By breaking your goals into smaller chunks, you're more likely to make progress.