

**Vision, Mission, Core Values, & Action Plan (V/M/CV/AP) &
How They Support the Sustainability of a Ministry!**

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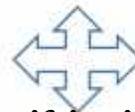
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Testimony from JD Messenger – CEO, Ernst & Young and voted CEO of the year in Asia:

"I have helped facilitate and align many executives on their vision, mission, and values and it is no easy task. I witnessed Toni align an entire church as they worked on this vital process and I can assure you that she is a master!"



- 1. V/M/CV/AP sets direction and establish priorities**
 - a. Without a clear point of orientation or direction, time and resources become scattered and energies are not focused, nor aligned for progress.**



- 2. V/M/C/AP gets everyone on the same page while clarifying intentions**
- 3. V/M/CV/AP simplifies decision making through priority establishment**
 - a. Bringing clarity and inviting a laser-like focus**
- 4. V/M/CV/AP drives alignment & ignites passion**
 - a. The board & teams stop majoring in minors**
 - b. Aligns resources while it maximizes success**
- 5. V/M/CV/AP clarifies and creates the ability to communicate your specific message both verbally and in writing**
 - a. Everyone shares the same message, with clarity.**
 - b. Creates ability to give direction to what should be worked on first.**



How do you know you have the right person supporting you in the creation of your Vision, Mission, Core Values, and Action Plan? Ask or request the following:

- **What type of previous experience regarding V/M/CV/AP development do they have specifically with ministries? Do they references?**
- **Can they clearly and succinctly articulate:**
 - a. The process they will utilize to create the V/M/CV/AP deliverable; including the steps, tools, techniques, and benefits to the ministry?**
- **Do they have a core understanding of U.W.M ministry dynamics and the U.W.M. V/M/CV process?**
- **Can they facilitate dysfunctional behavior (a person trying to take-over the process or must be my way/my word, etc.) when it arises? What specifically will they do?**
- **How do they see consensus as a part of this experience and do they have a proven ability to build consensus? Ask for examples.**