

# VISION AND MISSION RENAMING WORKSHOP

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Living Word North Church

# GOALS OF THE WORKSHOP

On April 30th, the Gnosis Marketing team met with the Living Word North Church leadership to discuss their current organizational mission documentation and church history. The vision and history shared by the leadership team gave context for clarifying the church vision and mission statements and set the foundation for brand development.

- 1 Develop organizational vision and mission statement
- 2 Codify church history and future direction (vision casting)
- 3 Develop potential name ideas for renaming / rebranding
- 4 Lay groundwork for entire organization rebranding

# COMMON LANGUAGE

Each member of an organization carries a unique perspective and set of life experiences that shape the way they interpret and define the organization. During the renaming workshop, we discovered and recorded key phrases and words most commonly used among the leadership and pastor when describing the church and vision. These common phrases and words help codify and clarify the vision, mission, and culture already in place. The common language shared among your leadership is a road map to further revealing your culture.

*11x* Truth

*9x* Family

*5x* Power

Hope

Excellence

Stability

Uncompromised Word

Practical

Consistent

Steady

Solid teaching

Rescue

Grace

Compassion

# VISION STATEMENT

The vision statement defines the purpose of an organization. Habakkuk 2:2 says, “Write the vision, make it plain, that those who read it can run with it.” A clearly defined and properly communicated vision will translate into unity among all members to accomplish the mission. A strong vision statement should be a short and concise sentence that people can remember so they can run with it. We incorporated the church’s current vision verse into a vision statement.

*“It shall come to pass in the latter days, That the mountain of the Lord’s house, Shall be established on the top of the mountains, And shall be exalted above the hills; And peoples shall flow to it.” - Micah 4:1*

*“Preaching Truth, building families,  
and transforming lives.”*

# MISSION STATEMENT

The mission is how your organization will go about accomplishing the vision with specific actions. It represents your culture of actions. You should be able to reconcile your decisions, departments, and efforts back to these action items. Through our workshop, we've identified four key action words in your culture that support and expound the vision statement.

***Truth:*** We preach the Truth of God's word as the foundation for right living.

***Family:*** We provide a place for families to be successful in every area of life.

***Transformation:*** We help transform lives through the power of applying Biblical principals.

# A NAME THAT REFLECTS YOU

What's in a name? Everything. A name sets the stage and tone for what people can expect. It reflects the nature of your organization and is a declaration of who you are. Through the workshop, we've identified several names that embody who you are. These are only recommendations, the final decision is yours.

Rock of Refuge Church

Rock of Truth Church

Bedrock Church

Foundation Church

Refuge Church

Refuge Family Church

Foundation Family

# YOUR NEW NAME

This name we've all selected represents hours of research, debate, discussion, refinement, and prayer. After reviewing the top choices for name selections with you and your team, we feel confident we have a name that truly represents your culture, vision, mission, and direction for your church.

## The Rock Church