

## We Are People On a Mission

See if you can guess the large, international company that follows the following mission statements.

1. "Our mission is to be our customers' favorite place and way to eat."  
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2. "Our mission is:

- To refresh the world - in mind, body and spirit
  - To inspire moments of optimism - through our brands and actions
  - To create value and make a difference everywhere we engage"
- \_\_\_\_\_

3. "Our Mission:

**To bring inspiration and innovation to every athlete\* in the world.**  
\* "If you have a body, you are an athlete."

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4. "[Our mission] is dedication to the highest quality of Customer Service delivered with a sense of warmth, friendliness, individual pride, and Company Spirit."  
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5. "... [no mission statement]"  
\_\_\_\_\_

Definition of a Mission statement:

A brief description of the purpose and direction for any organization.

6. Do you know of any slogans or mission statements for your:

**-Employer:**

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\_\_\_\_\_

**-School?**

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\_\_\_\_\_

**-Local or national political campaigns:**

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Some people tend to think of mission statements in a negative light. For many people, mission statements, strategic thinking and advanced planning can seem less than ideal, unspiritual or even sinful. For many people, these things elicit thoughts of profiteering or manipulation. Others have no problem with for-profit agencies crafting mission & vision statements but see it as wholly incompatible for the Christian life because it

can appear to shut down spiritual sensitivity or daily dependence on the guidance of God.

7. How do you tend to think about mission statements?


Negative                      Neutral                      Positive

8. Why do for-profit corps use mission statements?  
\_\_\_\_\_  
\_\_\_\_\_

One management consultant had this to say about the importance of a particular company having a mission statement:

"It lay out [sic] the company's strategic course in preparing for the future. A clear strategic vision communicates the management's aspirations to stakeholders. It also helps steer the energies of company personnel in a common direction. In short, developing a good vision statement and components of a mission statement are vital...in order to achieve organization's future strategic decisions and actions."

Does the Bible Record any Mission Statements? Yes, many! Can you think of any Biblical mission statements?

9. Take a moment and look up the following verses. Write down the person(s) to whom each mission / purpose statement was given and the content of the mission statement. 

* Example 23:12	Bill	...go and be a man of integrity.
1. Genesis 12:1-3		
2. Exodus 19:5-6		
3. Matthew 28:18-20		
4. Mark 1:38-39		
5. Luke 4:16-21		
6. Luke 19:10		
7. John 3:30		
8. Acts 18:6		
9. Ephesians 2:22		
10. Colossians 1:28-29		
11. Titus 1:5-14		
12. 1 Peter 2:9		

10. What are some benefits of mission statements?



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Here are some others: accountability, serves as an evaluation tool, clarity for recruitment.

11. What advantage is there to having a mission statement from God (vs. purely human ingenuity)?



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12. If you had to write one down, how would you define the overall mission statement for Christians?



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**Making it Personal**

Blue Ridge Community Church has a vision & mission statement as a church:  
(Found online at <http://theblueridgechurch.com/mission>)

**Our Vision:**

We want to see our community and the world changed through our visible, tangible, living, thriving example of a Christ-like community of Christians who love Jesus zealously, know the Scriptures thoroughly and lovingly serve the world relentlessly. We want to give outsiders every reason to consider the claims of Jesus Christ and believe that God is among us because of our loving, committed, thoughtful example of corporately pursuing Jesus Christ.

**Our Mission:**

What are we here to do? That's a very important question! For Blue Ridge Community Church, the answer is clear and two-fold.

1. We are called to be a community of people who love Jesus Christ, love people and serve our world for the glory of God.
2. We believe that serving Jesus Christ and serving the world does not happen by standing alone on a hill and shouting. Instead, we believe that Jesus' best reflection shines from many mirrors. So, we are excited to partner with other Christ-centered churches and ministries to help people: know and love Jesus (Worship Christ), grow in their faithfulness to Christ (Equip to Live for Christ), and use every

loving means to share the Good News of Jesus Christ with every man, woman and child in our communities.

NOTE: This doesn't mean that you're only welcome if you model these vision & mission 100%. We hope to have many people who are learning to love Jesus and learning to value obedience to Him and prioritize His ways above their own.

**2 Components**

13. Who we are

-**Matthew 16:18**- Called by God (ekkklesia - "church")



-**John 14:23** - We are Jesus-lovers



-A church is nothing if not a group of people who love Jesus

-**John 13:35; 14:15** - We are people-lovers



To say that we love God without loving others is hypocrisy

-So, we will prize:

-**Community:** the people who make this their church home

-**Community / Family care:** we are not a business or target-driven, we don't regard professional concerns as highly as concerns of faithfulness and love for one another

-**Partnership:** we want to partner with other Christ-centered ministries in our mission wherever it is beneficial

-**Evangelism:** b/c leading people to life in Christ is the most loving thing we can do)

-**Thoughtfulness:** b/c our method and motives reflect our hearts and our message)


**14. What are your thoughts and feelings about this as a church vision and mission? Are these points**

**Biblical? Christ-honoring? Is this the kind of church you want to join?**




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15. Do you have any specific ways that you would like to see us act on this vision & mission? Do you have any unique gifts or talents you have that you would like to see God use with this church? 

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**\*\*To think about for next week\*\*** Have you ever been a member of a church as an adult? Do you have any concerns about pursuing this? 

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This summer, we will continue to work through the values and objectives for BRCC as well as covering topics designed to invite you toward church membership with BRCC. Let's be intentional to pray and invite the Lord to speak to and through us as we seek Him together!

**Notes**

- [http://www.aboutmcdonalds.com/mcd/student\\_zone/company\\_information.html](http://www.aboutmcdonalds.com/mcd/student_zone/company_information.html)
- <http://www.coca-cola.co.uk/about-us/coca-cola-mission-vision-statement.html>
- <http://www.southwest.com/html/about-southwest/index.html>
- <http://nikeinc.com/pages/about-nike-inc>
- <http://www.oppapers.com/essays/Mission-And-Vision-Statement-Of-Rim/475251>
- <http://www.theblueridgechurch.com/mission>