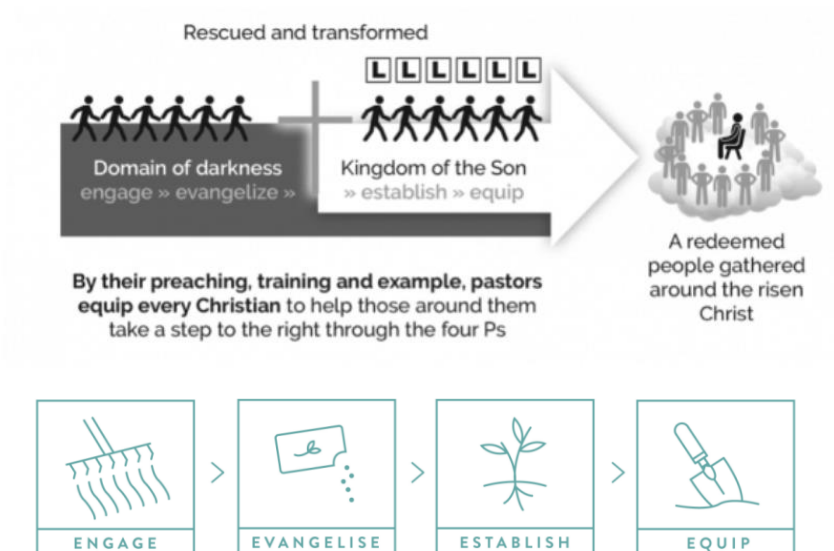




The Vine Project
Tony Payne & Col Marshall

Phase 4: Innovate and Implement

Summary: to present a picture of a genuine transformative learning community



Phase 1: clarification of core values

Phase 2: application of convictions to personal culture

Phase 3: evaluation of current ministry culture

Phase 4: implementation of proposed changes

Focus Area 1: Make Sundays a Flagship

Focus Area 2: Design Pathways That Move to the Right

Focus Area 3: Plan for Growth

Focus Area 4: Create a New Language

Focus Area 4: Create a New Language

Big principle: language shapes culture

There are two types of communication

1. Explicit Communication
2. Implicit Communication

Explicit Communication

We need to create a new language that becomes the normal, default way in which we talk as a congregation about the following three issues:

1. Who you are
2. What you're about
3. What you can see in your future

Craft communication that answers that following four key questions

1. What sort of church does God want us to be? (vision)
2. Under God, how are we going to get to that future? (strategies)
3. What are our specific goals for growth in the next (say) five years? (goals)
4. What are our specific priorities or plans for reaching those goals? (focus areas)

Vision and Strategy, taken together express the theologically driven convictions that shape and change our culture and they give a rationale for pretty much why we do anything in our congregation. Taken together this is your 'Strategic Plan'! A six-page pdf summary is what's needed. Any more than this and no one reads it!

How to effectively communicate Vision & Strategy

1. Boil the answer down to short, clear, memorable statements that can be repeated over and over again eg 'Under God, we want to be [this kind of church] by [doing this]'
2. Try to make the way you express them distinctive and penetrating eg 'We want to learn Christ and help others learn Christ by engaging, evangelizing, establishing and equipping'
3. Share these memorable summaries whenever you can: on every piece of paper you print, in every email and on every webpage, on bookmarks, t-shirts, on PPT presentation at church and on the newsletter and so on
4. Regularly unpack and explain who we are, what we're doing and why we're doing it in sermons, on vision days and so on
5. These short vision type statements are inwardly directed to the church family and not for outward consumption by non-believers. How you advertise to the community is another matter.

Project: Develop a Communication Plan

1. Look back over the draft manifesto you put together at the end of Phase 1. Is there anything you'd like to change or improve?

2. Boil down the manifesto to some simple statements that answer the two big-picture questions about your church culture:
 - a. What sort of church does God want us to be?
 - b. Under God, how are we going to get to that future?

3. Devise a communication plan for how you are going to:
 - a. explain, expound and persuade the congregation of the truth of these statements through sermons, web presentations, video clips, vision presentations, meetings with leaders, and so on
 - b. keep repeating and disseminating these statements as widely and often as possible.

You could use a planning template like this:

Form of communication	Medium or channel	By when?	Person responsible
Summary statement	Opening PowerPoint slide for Sunday Church	June 1	Mary
One hour presentation	Whole church celebration dinner	July 30	Senior Pastor: Bob