



Visioning and Goal Setting | Handout

Women's Ministries - Leadership Certification Program

What is vision?

Vision is the ability to think and plan for the future with imagination and wisdom.

Why have a vision?

Having a vision is essential. You must have an idea of where you think you are going and where you want to go with your ministry.

“If you don't know where you are going, then you probably won't know when you get there.”

Yogi Berra, 1963

The Benefits of Developing a Vision in Collaboration with Your Team:

- The team has contributed some excellent ideas.
- The team has similar depth of understanding.
- The team has a sense of ownership.
- The team is committed to the vision and prepared to ensure it is implemented.

Seven Steps to Developing a Vision

1. Pray and Reflect

- Ask for guidance by the Holy Spirit.
- Ask for God to speak to you through His word.
- Commit yourselves and the work to Him.
- Ask for His vision to guide you.
- Ask Him where He wants you to go, and what He wants you to do.

2. Plan

- Planning is bringing the future into the present, so that you can do something about it now.

3. Gather Information

- Information about the needs of women in your community and church.
- Information from Women's Ministries itself.
- Input from your team as a source of information.

4. Analyze and Discuss Values

- Ensure that programs include women from poorer homes.
- Include programs for separated or divorced women, young mothers, and perhaps a Welcome Baby program.



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5. Analyze and Discuss the Information

- Now that you have set your values which will guide your ministry and developed your mission statement, it is time to examine the possibilities. This is easily done via a brainstorm approach.

6. Prioritize

- Give each team member five votes and have them place them alongside the suggestions as they see fit. That way the whole team has set its priorities for the year.
- As a leader it is your prerogative to advise and to comment particularly regarding difficulties you foresee such as financial but always be positive and encouraging in your response.

7. Consolidate an Action Plan

- Begin by obtaining a church calendar and conference calendar.
- Use the prioritized suggestions and mark your calendar.
- Keep the vision alive.

Goal Setting

Principles of Goal Setting:

1. Make your goals realistic, not ridiculous. As you achieve them, you will gain confidence to aim higher.

2. Goals are about outcomes, not “busyness”

- Without a goal against which to measure your progress, we can waste a lot of time just being busy.

3. The power of a goal

- Everyone's efforts are focused and concentrated on achieving the goal. The group will begrudge time spent on anything not associated with the achievement of the goal.

4. The need for equity

- We need to be sure that people are not left out because of: finances, young children, lack of transportation, and shyness.

5. Align the strategies with the desired outcomes

- “What outcomes do we want to achieve?”
- “What are we going to do and how will we do it, to get that outcome?”

6. Goals need to be measurable

Ways to measure your outcome (example):

- Feedback sheets
- Number of women responding to the call for reconsecration
- Number of women participating in a program.



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A Mission Statement Should:

- Closely relate to Women's Ministries and what you want God to do through your team.
- Be short, clear, brief, and to the point.
- Clearly tell those who read it what your ministries are all about.

NAD Women's Ministry Mission Statement:

The Women's Ministries Department of the North American Division of Seventh-Day Adventists exists to encourage, equip, promote, and challenge Adventist women in their journey as disciples of Jesus Christ and members of His Church and to bring women's unique perspectives to the issues facing the Church.