Visioning and Goal Setting

### A. WHY HAVE A VISION?

##### “If a man does not know to which port he is sailing,

***no wind is favorable”.***

# Seneca, circa 65AD

***“A vision statement focuses on the direction***

***of an organization and what the organization wants to accomplish.***

***It is inspirational, motivational,***

***and able to paint a picture of the transition and the end product.***

***Values are the foundation of the vision statement.”***

# Fred Pryor

***If you don’t know where you’re going, then you probably   
won’t know when you get there.***

Yogi Berra, 1963

***A reporter once asked Helen Keller, “Is there anything worse than being blind “?***

***“Oh, yes” she replied, “Having sight but no vision!”***

## B. THE SEVEN STEPS IN DEVELOPING A VISION AND PLAN

**1. Pray and reflect.**

Time is well spent on prayer and reflection before any start on a collective vision. You want to be guided by The Holy Spirit.

**2. Plan**

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

**3. Gather information**

There are at least three main sources of information for you to use:

A. Information about the needs of women in your local community and in your local church.

B. Information that is from Women’s Ministries itself.

C. Your team itself as a source of information.

**4. Analyze and discuss values**

When you have your first meeting it is helpful to develop a common basis for your approach to the work. Discuss the goals of Women’s Ministries; discuss what you as a team believe is important and what should guide your planning.

**5. Analyze and discuss the information**

Now that you have set your values which will guide your ministry, and a guiding statement which is your mission statement, it is time to examine the possibilities through brainstorming.

**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.

**7. Consolidate an action plan**

An important aspect of consolidation is the ability to keep the vision alive. You and your team must model, refer to your vision, talk about it and constantly promulgate its existence and value.

### C. GOAL SETTING

**1. Some people don’t like setting goals**

Make your goals realistic, and as you achieve them you will want to aim higher.

#### 2. Goals are about outcomes, not “busyness”

One of the biggest traps for all of us who want to be better organized and have goals is to make the goal the “activity” and not the “outcome.” By this I mean, it is easy to be very, very busy doing useful things and still not get the result we really want. By focusing on the “outcomes” or results, we get to see whether the activity has been really useful.

**Without a goal against which to measure our progress,**

**we can waste a lot of time just being busy.**

Having the goals in mind at the beginning will guide us as we plan each segment of a program and ensure that the activities and strategies are appropriate and lead towards the desired outcome.

#### 3. The power of a goal

Everyone’s efforts are focused and concentrated on achieving the goal; time spent on anything not associated with the achievement of the goal is begrudged.

###### 4. Need for equity

We need to view our activity through “equity glasses” as well—we need to ensure that people are not left out because of:

* finances (have some sponsors, or keep the price well down)
* little children (organize some babysitting)
* transport (organize some car pools)
* shyness (organize some people to invite and go with those who might feel alone)

**5. Align the strategies with the desired outcomes**

The ‘old’ definition of goal setting was:

“ What you are going to do, and how you are going to do it?”

A better approach is:

“What outcome do we want to achieve?” [and then] “What are we going to do and how will we do it, to get that outcome?”

**6. Goals need to be measurable**

If we have the wonderfully vague goal of: “To spiritually encourage the women of the church”— how do you know if you have achieved your goal? Now, there is nothing wrong with wanting to spiritually encourage the women of the church: in fact this needs to underlay most of what we do in Women’s Ministries. However, it is very difficult to know if you have really achieved that kind of a goal unless you survey all the women before and after your activity to see if there is an improvement. You certainly don’t want to do that each time you hold a program.

So make your goals more easily measurable. Examples might be:

* “That over 75% of the women will come back for the following program”
* “That the majority of women will indicate the program was a blessing to them on the feedback sheet.”
* “That\_\_\_\_% will respond to the opportunity for re-consecration”

**D. WRITING A MISSION STATEMENT**

It should relate closely to the work of Women’s Ministries and what you would like God to do through your team. It should be short — one, or perhaps two, sentences at the most and should be clear and succinct. It should clearly tell those who read it what your ministries are about— especially those who may not be supportive initially.

###### Bibliography

Miller, C. (1995) *The Empowered Leader: 10 Keys To Servant Leadership.* Briadman and Holman, Nashville.