



# *Mission-Driven!*

How to make MISSION the focus of our entire North American Division

# The Great Disappointment

1844

# The Great Disappointment

1888

# The Great Disappointment

# 1901

# The Great Disappointment

# 2018

# The Great Disappointment

## AD 31

**“These that have turned the world upside down  
have come here too.”**

*\*The Jews complaint about Christ’s disciples after Pentecost*

# The Great Disappointment

# 1844

**A movement was born—by 2010 the  
fastest growing church in America.**

USA Today, 2011

# The Great Disappointment

# 1888

**Righteousness by faith—a core belief today\***

Fundamental Belief #10

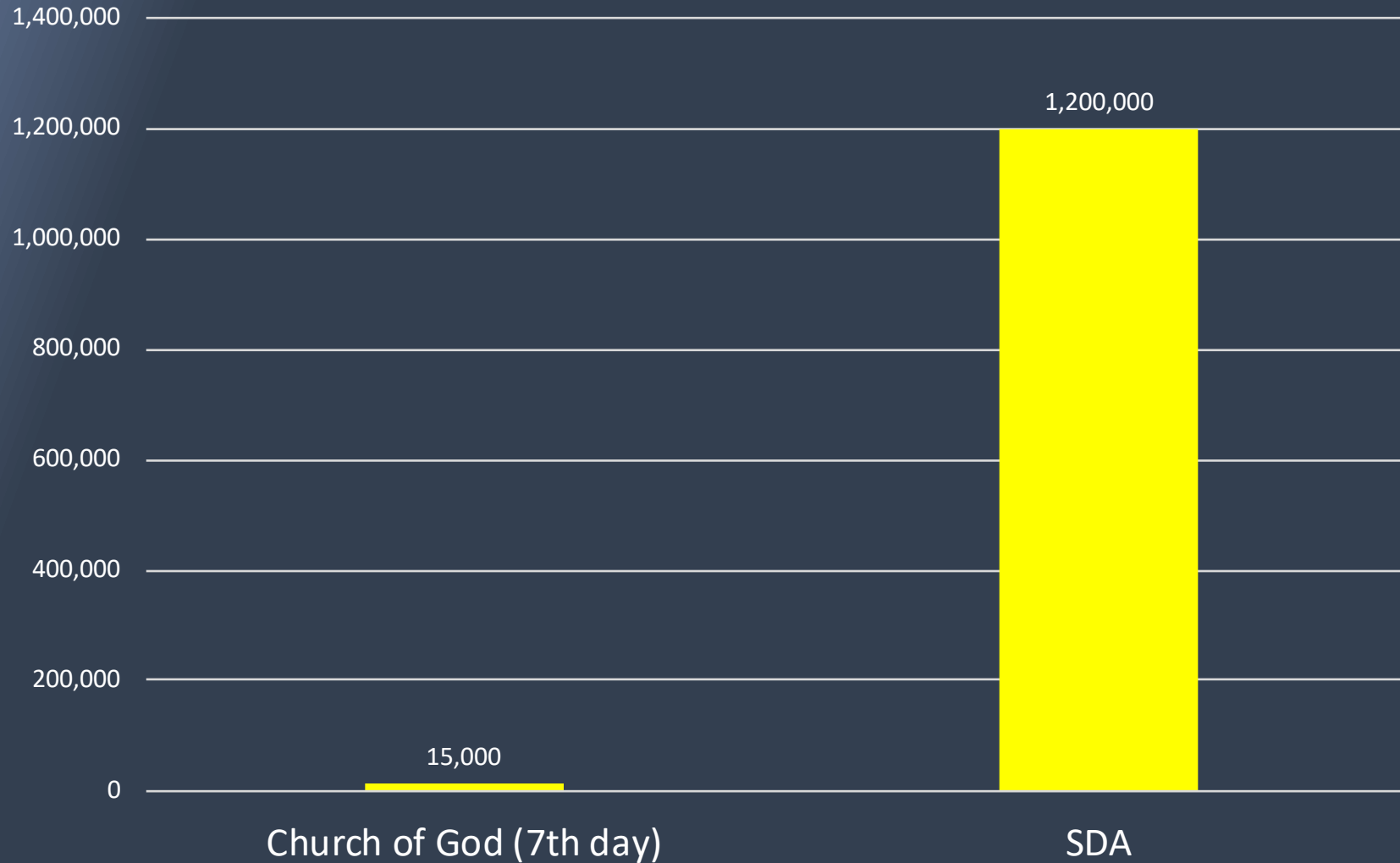


# The Great Disappointment

# 1901

Organizational principles laid foundation  
of the Church's amazing growth

## Membership now



**From the teachings of Joseph Bates, two USA Sabbath-keeping denominations were begun:  
The Church of God (Seventh-day) in 1858 and the Seventh-day Adventist Church in 1863**

# The Great Disappointment

# 2018

## The Great Awakening?

A paradigm shift on “Mission”?

# Mission

## New Whos

# Mission

## New Whats

# MISSION?

has two faces

1. The **MISSIONARY** face. “Are we reaching our mission fields with Hope and Wholeness...?”

Church plants, Maranatha, Media ministries, Health outreach, Urban evangelism, Seeds, etc

2. The **ORGANIZATIONAL** face. “Is the organization accomplishing its purpose (mission)?”

Apple, Amazon.com, Marriott, Johnson & Johnson, etc.

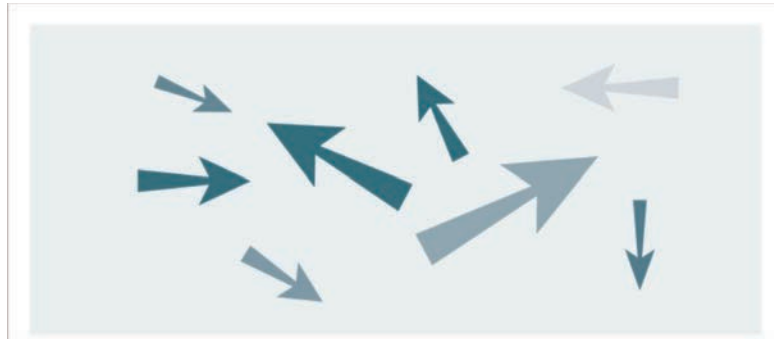
“If order and regularity are essential in worldly business,  
how much more so in doing work for God!” GW 92

# Mission

## New Hows

# Two Church Organizations

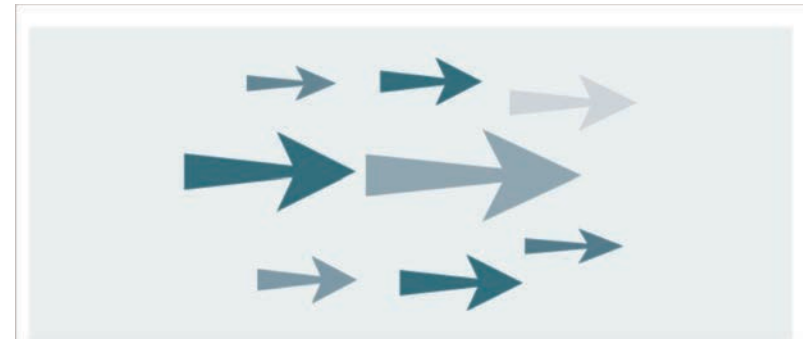
Mission-drift



A

“Huh?”

Mission-Driven



B

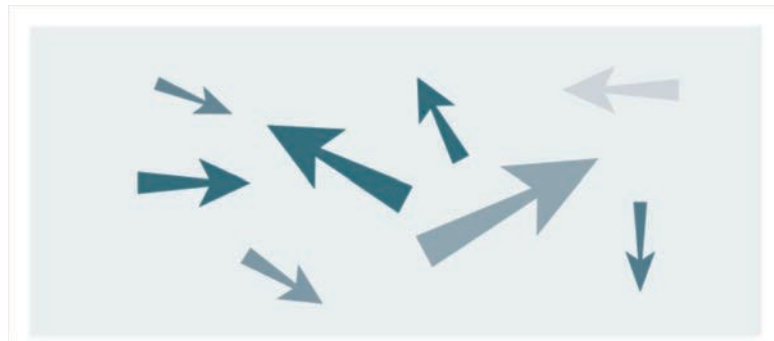
“One in purpose!”





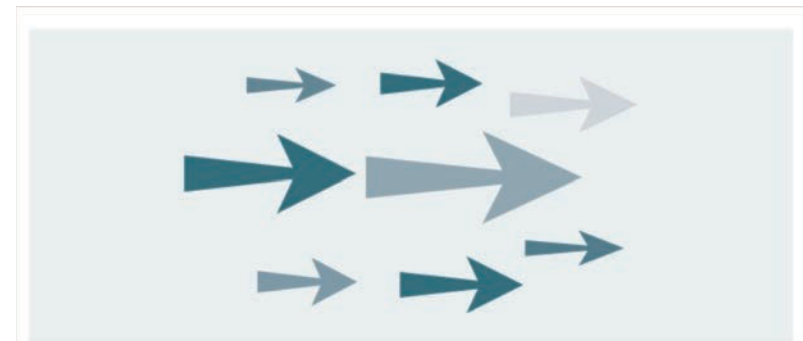
# 1. Mission-aware?

NAD? Are **WE** 100% crystal-clear on our mission statements?  
Are they memorized and used?



A

**No 73%**



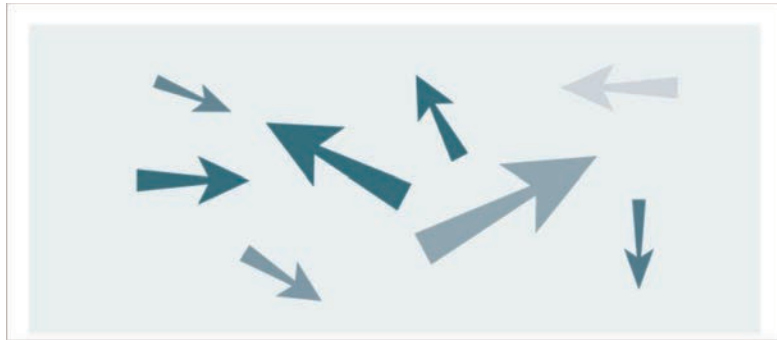
B

**Yes 27%**

Last year's poll results

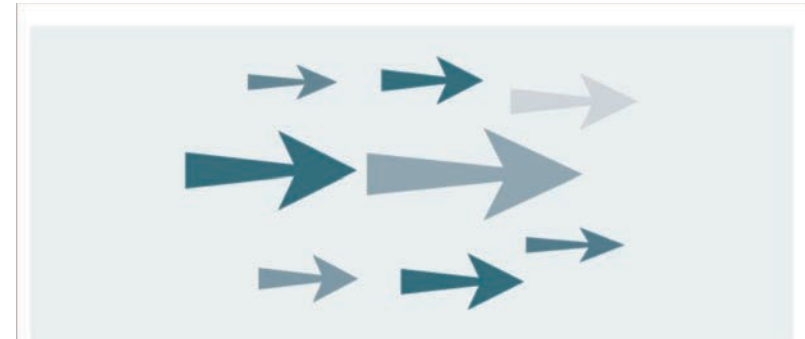
## 2. Mission-aligned?

Do **WE** work closely together across functional and territorial lines avoiding silos?



A

**No 71%**



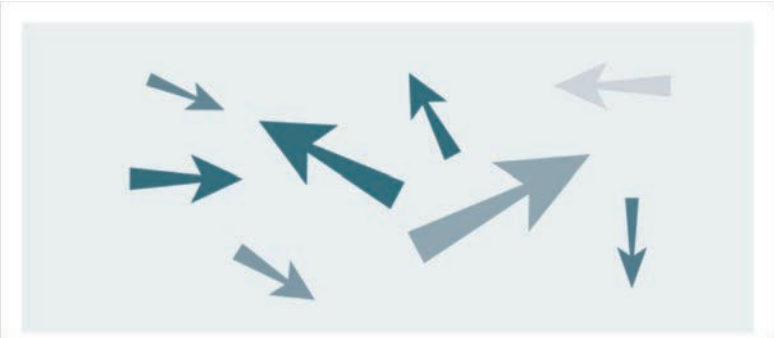
B

**Yes 29%**

Last year's poll results

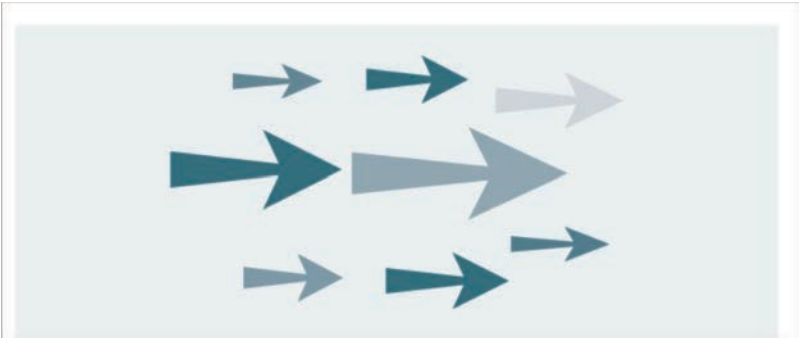
# 3. Mission-accountable?

Do **WE** clearly document our effectiveness in the eyes of those we serve?



A

**No 79%**



B

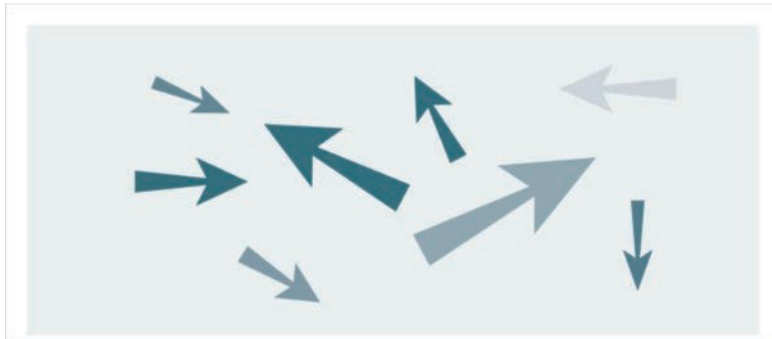
**Yes 21%**

**NAD? Which diagram better illustrates God's character?**

NAD? Which diagram seems more like us right now?

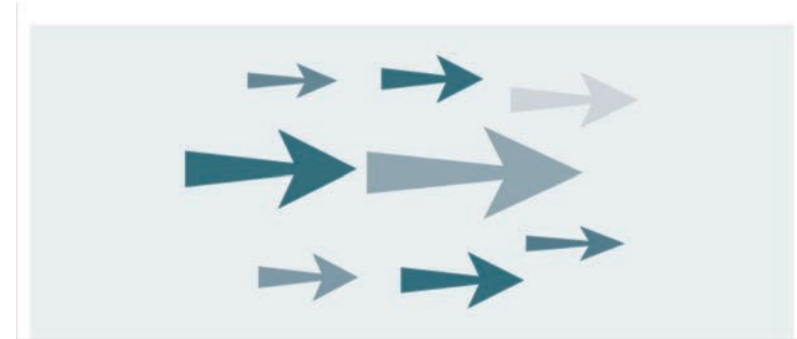
**Is that OK?**

Mission drift, unclear



A

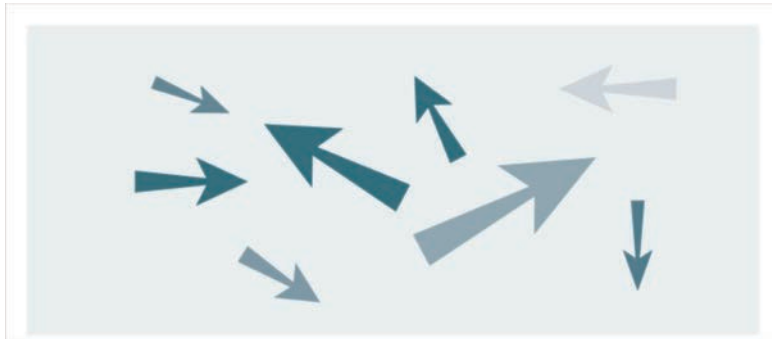
One in purpose (Mission)!



B

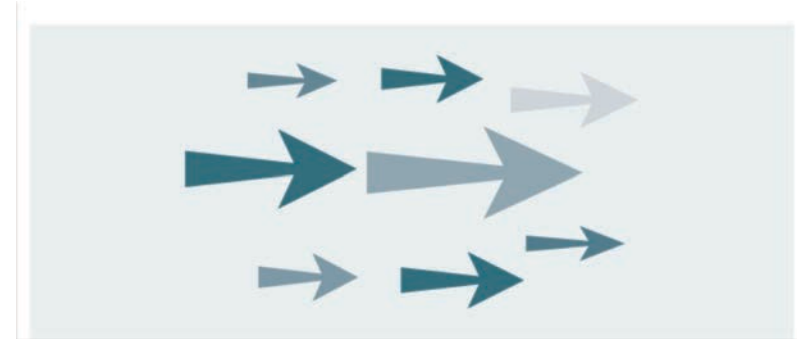
**NAD Mission Statement: To reach everyone in the North American Division with the Christ-centered message of Hope and Wholeness**

Mission drift, unclear



A

One in purpose (Mission)!



B

# Example Card

*NAD's Mission: To Reach people with Hope & Wholeness!*

Select (tick) **1 church entity** and **1 high priority** for your area of focus.

- |  |  |
|--|--|
| <input type="checkbox"/> Church            | <input type="checkbox"/> Find better ways to communicate our mission |
| <input type="checkbox"/> School            | <input type="checkbox"/> Evaluate the impact of what we do better    |
| <input type="checkbox"/> Healthcare        | <input type="checkbox"/> Tie funding to mission accomplishment       |
| <input type="checkbox"/> Conference office | <input type="checkbox"/> Model the mission in the way we operate     |
| <input type="checkbox"/> Union office      | <input type="checkbox"/> Educate members on importance of mission    |
| <input type="checkbox"/> NAD office        | <input type="checkbox"/> Make collaboration a priority – avoid silos |

Write down ONE specific suggestion as to HOW the entity your chose could better accomplish our mission by doing your High Priority item.

1.

# Example Card Filled In

*NAD's Mission: To Reach people with Hope & Wholeness!*

Select (tick) **1 church entity** and **1 high priority** for your area of focus.

- |  |   |
|--|---|
| <input type="checkbox"/> Church                | <input checked="" type="checkbox"/> Find better ways to communicate our mission |
| <input type="checkbox"/> School                | <input type="checkbox"/> Evaluate the impact of what we do better               |
| <input type="checkbox"/> Healthcare            | <input type="checkbox"/> Tie funding to mission accomplishment                  |
| <input type="checkbox"/> Conference office     | <input type="checkbox"/> Model the mission in the way we operate                |
| <input type="checkbox"/> Union office          | <input type="checkbox"/> Educate members on importance of mission               |
| <input checked="" type="checkbox"/> NAD office | <input type="checkbox"/> Make collaboration a priority – avoid silos            |

Write down ONE specific suggestion as to HOW the entity your chose could better accomplish our mission by doing your High Priority item.

- 1.** Everyone commit to answering emails within 24-48 hours during work week.



# Implementing Mission Activity!

- *Take 1 card & find a pen*
- *Read the mission statement & question on the card*
- *Write down 1 practical, specific implementation strategy to answer the question*
- *Work in partners or alone*
- *Hand in your card*

USE THIS LINK

<https://www.surveymonkey.com/r/NADMission>

# Announcing!

## ***Mission-Driven Excellence***

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*Can Adventist organizations achieve pre-eminence **both** in missional outreach **AND** in the way we run our organizations?*

“If order and regularity are essential in worldly business,  
how much more so in doing work for God! GW 92

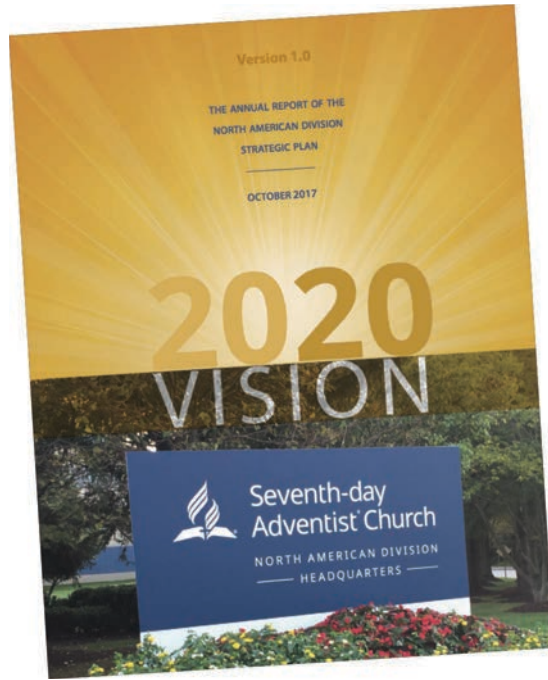
# **How to be more mission-aware, -aligned, -accountable**

## *Mission-Driven Excellence*

### NAD Office

**NAD Mission Statement: To reach everyone in the North American Division with the Christ-centered message of Hope and Wholeness**

# So . . . what are we doing about it?



**2017, 100%** of 49 NAD entities reported their mission statements, visions, and plans for assessment

**2018, 100%** of 50 NAD entities reported their mission statements, visions, and plans for assessment



“We got all 50!”

ADMINISTRATIVE SERVICES  
**Information Technology Services**

Name: David Greene

Area of Responsibility: Information Technology Services

What is the mission (purpose) of YOUR office/department/ministry?  
To support the mission of the North American Division by developing, deploying and supporting technology.

**Vision #1 Develop effective technology leaders.**

Vision #1 Major Activities: Recommence regularly meeting with IT staff across the NAD, focusing on collaboration to accomplish mission. Harness the power of technology volunteers to accomplish mission. Connect local technology activities to global initiatives by inviting GC and non-NAD technology leaders to meetings, and by creating an online platform to share opportunities.

Vision #1 Who and How Measured: More than 10 IT leaders in 3-5 new projects participating in projects be aware of division

**Vision #2 Engage the next generation of technology to accomplish mission.**

Vision #2 Major Activities: Engage skilled Adventist youth for the church. Invite youth to participate in projects. Have at least one NAD-focused SONSscreen-like awards event for mobile apps written by youth that support church activities.

Vision #2 Who and How Measured: At least 30 additional Adventist youth (under 25) will be volunteering or employed each year in new activities listed above.

**Vision #3 Help local and conference leaders be more effective through assistive mobile and web applications.**

Vision #3 Major Activities: Develop an eAdventist mobile application to help pastors and elders when visiting church members and those with an interest in the church. Extend the AdventistGiving and AdventistSchoolPay websites and mobile applications to more efficiently support collection of tithe, offerings, tuition, and fees. Organize the multiple church interest management systems in use through NAD.

Vision #3 Who and How Measured: More than 100 pastors and local church leaders will be using mobile apps to support visitation. AdventistGiving and/or AdventistSchoolPay will be integrated into at least 1/3 of the church management system. New payment methods and features are regularly being developed for AdventistGiving. Developers of all widely used church interest management systems are able to share interests outside their systems.

ADMINISTRATIVE SERVICES  
**Ministerial Association**

Name: Ivan Williams

Area of Responsibility: Director, NAD Ministerial Association

What is the mission (purpose) of YOUR office/department/ministry?  
Our mission is to empower the ministerial community in leading churches to reach their world for Christ with hope and wholeness.

**Vision #1 Imbed 7 Core Qualities in the four stages of the ministerial journey, including undergraduate, graduate (Seminary), internship development towards ordination/commissioning, and continuing education.**

Vision #1 Major Activities: (1) Complete student learning outcomes with School of Religion faculty chairs/deans and AU Theological Seminary faculty and conference ministerial directors. (2) Work with union/conference ministerial directors to develop a checklist towards the ordination/commissioning of pastors. (3) Identify pastor relevant needs and develop courses with the Adventist

orative across North America. minimum qualities for ministry.

retaining and reclaiming n and our message of

Vision #2 Major Activities: (1) To support local conferences in planting over 1000 churches by the year 2021. (2) To provide missional support to local conferences through the establishment of a division-wide ministry and resources for volunteer lay pastors. (3) To encourage a movement of compassion as a way of life for each Adventist member in North America.

Vision #2 Who and How Measured: This will impact local churches and communities with newly established congregations ministering in areas where no Adventist presence existed.

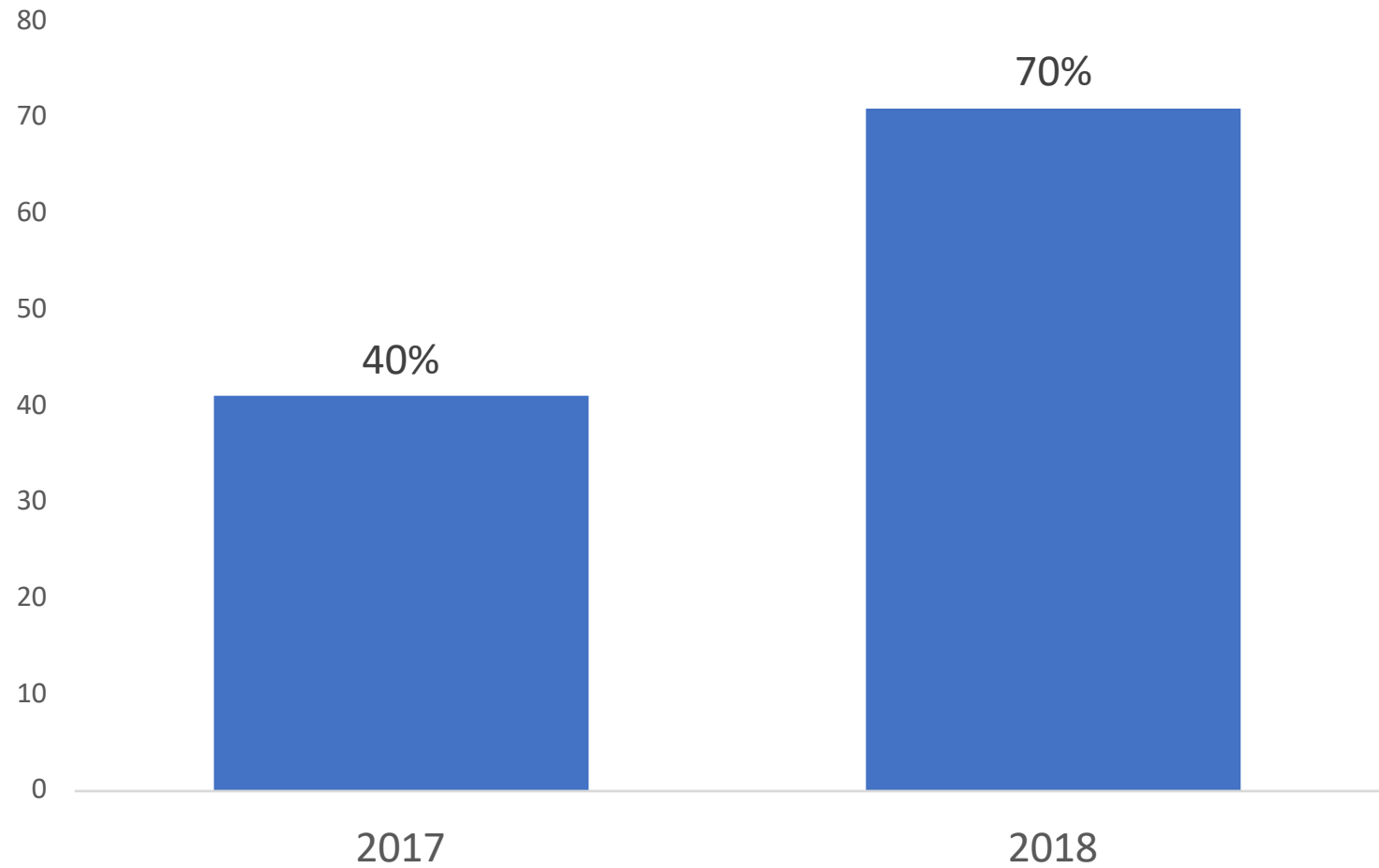
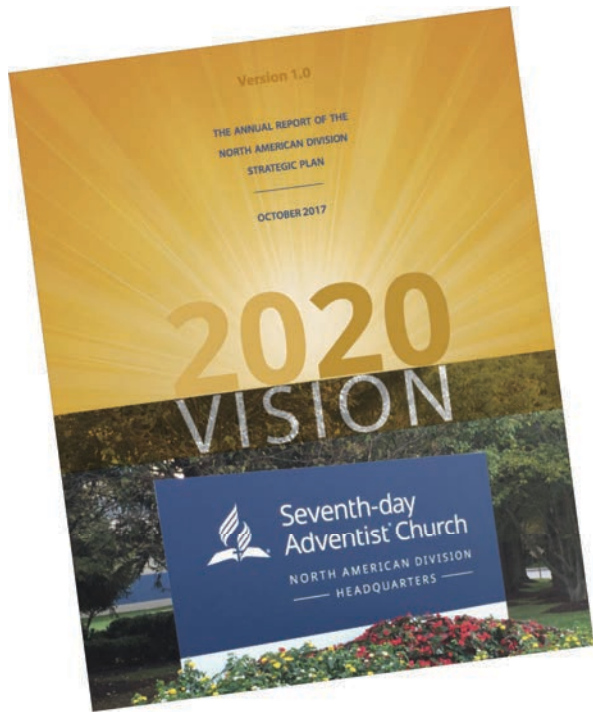
**Vision #3 To formalize the orientation, leadership development, and training for newly elected and current ministerial directors.**

Vision #3 Major Activities: Establish an annual systematic leadership development program for ministerial directors • Providing 100 percent to ministerial directors to take the PXT leadership assessment • Creating a high school/academy annual "welcome to ministry" recruiting practice for young new future pastors.

Vision #3 Who and How Measured: Ministerial directors will be on-boarded into their conference roles with clarity and purpose, extensively validated through feedback on critical thinking skills, leadership behavioral traits and personal interests.

**Mission-awareness?**  
**100% of NAD entities framed a mission statement**

# So . . . what are we doing about it?



Percent of NAD entities using our NAD brand words **“Hope”** and **“Wholeness”** in their mission statements

**So . . . what are we doing about it?**



2019: a focus on **Alignment**



ADMINISTRATION

## Strategy and Research

Leader Paul Brantley

Area of Responsibility Strategy and Research

What is the mission (purpose) of YOUR office/ department/ministry? To help the NAD develop a collaborative strategy for reaching our territory with Hope and Wholeness through mission-awareness, mission-alignment, and mission accountability.

**Vision #1 A comprehensive strategy aligned across all 49 NAD entities—all focused on advancing our mission.**

Vision #1 Major Activities Annual 2020 Strategic Plan reports at each Year-end meeting that tracks the NAD's progress in mission awareness, mission alignment, and mission accountability.

Vision #1 Who and How Measured **How:** By percent of offices participating in the 2020 Vision survey • By percent of increase in the use of mission statement elements by NAD entities • By percent of Increase in strategic collaboration among NAD offices

2020: a focus on **Assessment**



What some unions,  
conferences and churches  
are doing



Announcing!

# ***Mission-Driven Excellence***

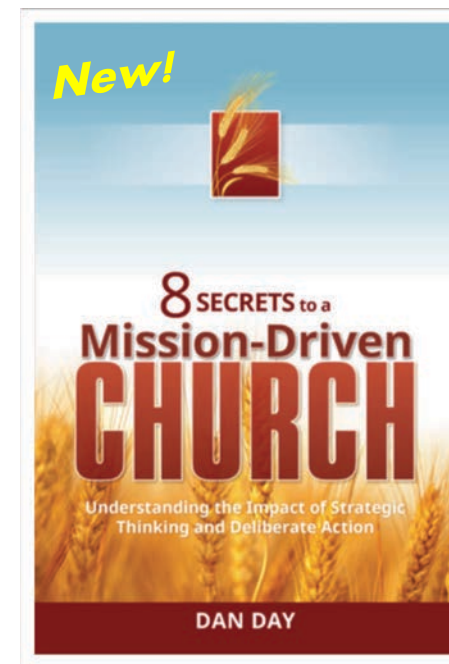
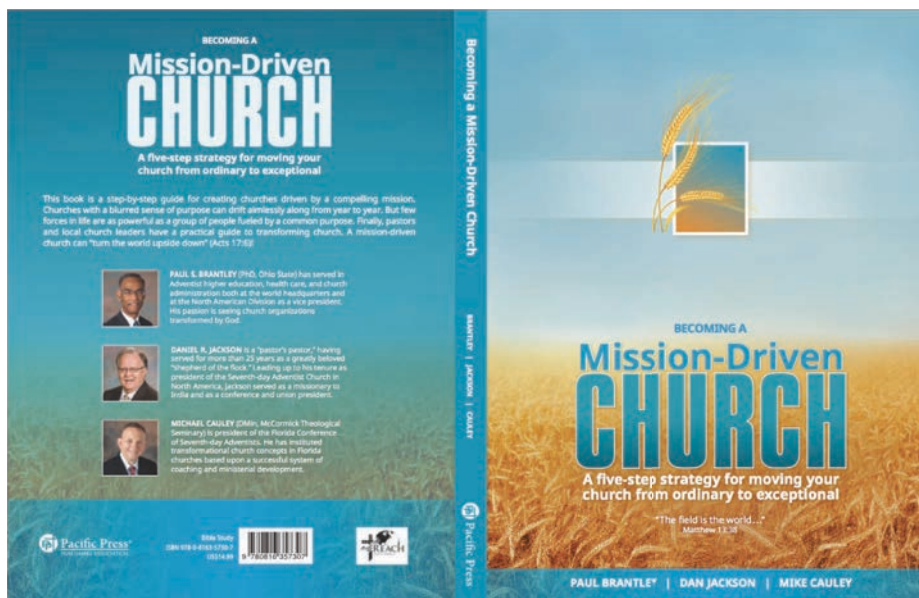
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*A strategy co-created by people from NAD, unions, conferences, schools and churches **with a focus on missional excellence***

*(Mission-awareness, -alignment, and -assessment “built in”)*

# Announcing! Mission-Driven Excellence (MdX)

## A Comprehensive Suite of Mission-Driven Resources



## Basic Resources

## Announcing! Mission-Driven Excellence (Mdx)



Mission-driven Church Kit



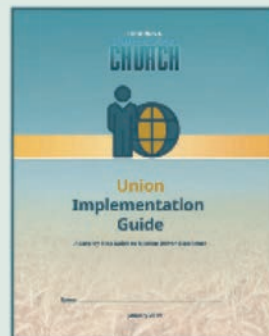
# Announcing! Mission-Driven Excellence (MdX)

## A Comprehensive Suite of Mission-Driven Resources

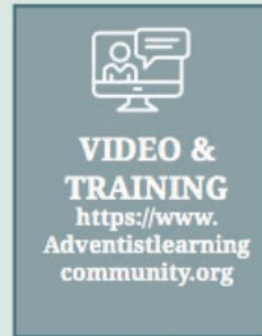
### Resources for Local Conferences and Unions



**Conference Implementation Guide**

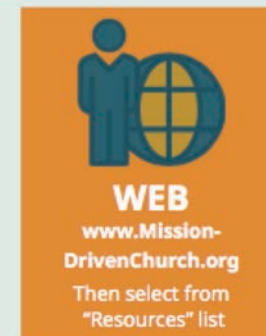


**Union Implementation Guide**



**VIDEO &  
TRAINING**  
[https://www.  
Adventistlearning  
community.org](https://www.Adventistlearningcommunity.org)

**Available in 2019**



**WEB**  
[www.Mission-  
DrivenChurch.org](http://www.Mission-DrivenChurch.org)  
Then select from  
"Resources" list

**Available in 2019**

Mission-Driven Resources are available from [adventsource.org](http://adventsource.org) or 402.486.8800



**New!**

**Conference  
Online  
Progress  
Reporting  
System**

**(Mid-2019)**



**Strategic Progress Grid**

Each church is encouraged to show its progress in implementing its ten Keystone Habits so that churches can learn from each other.

Churches	Habit 1	Habit 2	Habit 3	Habit 4	Habit 5	Habit 6	Habit 7	Habit 8	Habit 9	Habit 10
Conference Office	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Church A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Church B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Church C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Church D	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Church E	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Church F	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Church G	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Church H	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Church I	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Church J	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Church K	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Church L	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Church M	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Church N	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Church O	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Church P	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Church Q	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Church R	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

EXAMPLE

Resources for Conferences and Unions

# Mission-Driven Church



## MISSION-DRIVEN CHURCH KIT

Product #419370 \$59.95

Includes:

- Pastor's Implementation Guide
- Presenter's Manual
- Participant's Workbook
- Resource USB Drive



## MISSION-DRIVEN CHURCH PARTICIPANT'S WORKBOOK

Product #419374 \$4.95

Quantity Discounts:

- 10-19 \$4.50 each
- 20-29 \$4.00 each
- 30-39 \$3.50 each
- 50+ \$3.00 each



## MISSION-DRIVEN CHURCH PASTOR'S IMPLEMENTATION GUIDE

Product #419372 \$14.95



## MISSION-DRIVEN CHURCH PRESENTER'S GUIDE

Product #419375 \$19.95



## 8 SECRETS TO A MISSION-DRIVEN CHURCH

Product #419373 \$14.99

Quantity Discounts:

- 1-4 \$14.99 each
- 5-9 \$12.99 each
- 10+ \$10.99 each



## BECOMING A MISSION-DRIVEN CHURCH

Product #419332 \$14.99

Quantity Discounts:

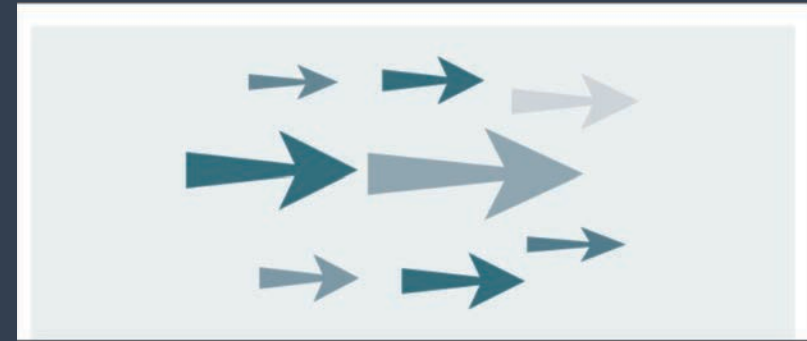
- 1-9 \$14.99 each
- 10+ \$9.95 each



## Our Active Partners

- NAD Administration
- NAD Ministerial
- NAD Evangelism Institute
- AdventSource
- Adventist Health System
- Adventist Learning Community
- Pacific Press
- Lake Union
- North Pacific Union
- SDA Church in Canada
- Southwestern Union
- Local conferences
- Local Churches

## Our Aim



If Christians were to act in concert, moving forward as one, under the direction of one Power, for the accomplishment of one purpose, they would move the world.--  
Testimonies, vol. 9, p. 221

# The Great Disappointment

# The Great Awakening!

# 2019

*Reaching everyone in the NAD with the Christ-centered message of hope and wholeness*

***NAD? Could it be?***

