

Mission Driven Seminar

Maximize your organization's *eternal* impact and avoid drift

CLA Outcomes Conference

Participant Handout

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Key concepts

Capital “M” Mission & Mission drift

Consider why your organization exists. What are its Christ-centered ambitions? These elements make up your capital “M” Mission. The Mission often goes beyond an organization’s mission statement to include core identity statements, the culture, and ethos of the organization as it seeks to advance the Kingdom of God.

As we seek to live lives and lead organizations that have an eternal impact, we define Mission drift as **moving away from the Kingdom Purpose God has called you to.**

“One of the deepest challenges any leader faces: how to ensure that an organization stays true to its mission, especially when that mission becomes countercultural.”

- Andy Crouch,
 Mission Drift foreword

Is drift an urgent issue for our organization?

Review each of the factors below. Select “Yes” if the factor is true for the organization or “No” if it is not reflective of the organization. If two or more of these statements are true, Mission drift is a risk for your organization. Consider elevating this conversation with the board and/or senior leadership team.

FACTOR	DESCRIPTION	RESPONSE
1. Mission continuity	The organization desires to continue working towards its Mission for years to come. The needs the organization addresses are not yet resolved and operations will continue beyond the current generation of leaders.	Yes No
2. Leadership transitions	The organization anticipates a leadership change in the next five years and/or has not yet fully developed its succession plans.	Yes No
3. Varying perspectives	The organization’s senior leadership team, board, and/or major donors may have significantly varying perspectives and levels of passion for the organization’s capital “M” Mission.	Yes No
4. Growth	The organization is experiencing significant growth and expansion of its work. It is hiring many new staff and/or engaging with a number of new partners to carry out the Mission.	Yes No
5. Policies & practices	The organization does not yet have well-defined policies or practices that reinforce the Mission in its operations or culture.	Yes No
6. Guiding documentation	The bylaws, articles of incorporation, mission, vision, or values statements, or other guiding documentation do not adequately reflect the organization’s Christ-centered aspirations or Mission.	Yes No

Identifying drift

Along with leadership, the board is accountable to identify Mission drift as a part of their on-going responsibility in guarding the Mission.

While specific definitions of drift will vary across organizations, drift is most often observed in and around an organization’s **people, programs, and funding.**



Change ≠ Drift

Not all change is drift. Mission Driven organizations will need to make changes to remain relevant and deepen Mission fulfillment.

Change and innovation can reinforce your Christian distinctiveness or detract from it. It is critical for leaders and teams to understand that Mission-advancing changes are essential. These changes, however, must be made prayerfully and thoughtfully. Leaders and the board must pay careful attention to the long-term impact each decision or change will have on the Mission and organization.

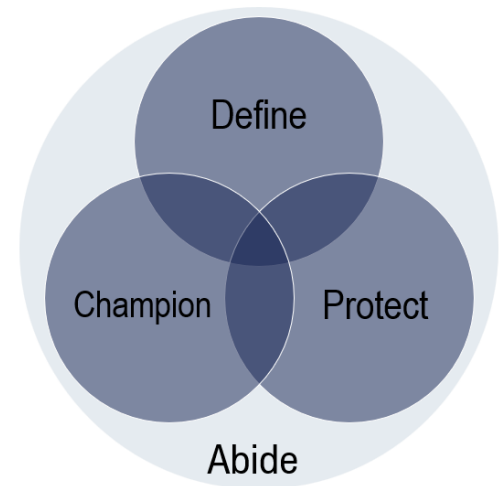
Read more on **Christ-centered change management** here

www.onmissionadvisors.com/resources

Cultivate your organization's eternal impact: Strategies to avoid Mission drift

While organizations never arrive at a place where the potential for Mission drift is eliminated, it is possible for leaders to build organizations that **cultivate a Christ-centered legacy**. They can mitigate drift from what matters most through the following strategies:

1. **Define:** Articulate the capital "M" Mission that God has given to the to the organization to advance His Kingdom. Then, define what Mission drift is and is *not*.
2. **Protect:** Integrate the Mission throughout your organization's policies and processes to reinforce the desired eternal impact.
3. **Champion:** Rally the board and staff around the organization's Christ-centered ambitions. Attract individuals who are champions for the Mission. Invest in the development of the board, leaders, and the culture.
4. **Abide:** Connect with the Lord daily through Scripture, prayer, and other disciplines. Regularly engage in biblical community and relationships that provide accountability. Remain humble, remembering that all people and organizations are prone to drift.



"It's not if we are drifting, but where are we drifting," shared Peter Greer, president & CEO of HOPE International and author of *Mission Drift*. He encourages organizations to engage in regular mission assessments so that leaders and boards can increase their own awareness and proactive mitigation of Mission drift.

Ongoing support and accountability are critical for this journey. Connect regularly with other leaders and engage in bible-believer communities for encouragement, inspiration, and practical advice. See On Mission's free download, [Spiritual Check-up: 21 Essential Questions for Leaders](#) to inventory your current spiritual practices and outcomes.

Visit onmissionadvisors.com for additional resources.

Contact Becca Spradlin (becca@onmissionadvisors.com) for today's slides or learn more about On Mission's work. Stay connected via [LinkedIn](#) and follow [On Mission Advisors](#) to continue the conversation.