# Vision development and breakdown

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|  | Business | Church |
| Key areas to address Words associated with the types of results that you want to see. | Innovation, marketing  Growth, management, leadership | Evangelism, missions  Discipleship, social justice, charity  Education |
| Values Personal or corporate values you use while performing the tasks | Fairness | Loving God and your fellow man |
| Areas to avoid Personal or corporate values you want to not use. |  | Worldliness |
| Vision An ideal that guides the leader without a time constraint that provides motivation for all people.  Beliefs that imply action. | To serve the church by maintaining a strong business organization | To provide a place of worship, a house of prayer, and to support people who love God and each other. |
| Mission How the leader interprets the vision to provide high level value statements for management to create business cases from.  Functional area guidelines. Groups, epics. | To provide and encourage innovative ways to survive in a post-Christian world.  To communicate the message of the church.  **Financial management** | To bring the gospel to the community.  **To learn and grow as a Christian.**  To encourage one another to good deeds. |
| Goals Based on a mission, management provides achievable business cases that can propose business value to capture.  Value. Use cases. | Sound financial accounting. | Hold weekly educational groups. |
| Objectives The high level requirements statements allowing to break down the goals into manageable portions.  Milestones. Partial use cases. | Monthly accounting reports | Solicit leaders  Promote meetings  Select materials  **Hold meetings** |
| CSF The qualities that indicate your interpretation of meeting objectives based on values and beliefs you hold.  Success conditions. | Positive operational cash flow | Active participation |
| KPI The kinds of intelligence that need to be interpreted to be able to know if the CSFs are being met.  Informational summaries. | Expenses  Income | People attending  Increase of people over last year |
| Metrics The measurement description used to provide data to an analyst for creating a combined value as a KPI.  Collecting and reporting units | Dollars per week | Number of people  Number of first time people  Number of consecutive meetings attended |
| Measurements The quantitative data used to consolidate into KPIs and designed by metrics.  Raw data. | Expenses = admin, purchases, etc.  Income = donations, offerings, etc. | Date person attended  Name of person  Home group attended. |