**MISSION**

A clear, concise statement of what we are ultimately supposed to be doing:

**Building flourishing churches that make disciples of Jesus Christ.**

**VALUES**

Shared convictions that guide our decisions and reveal our strengths:

**The Complete Local**
The strength of our movement is how we create nimble environments for churches to flourish in their unique Kingdom calling.

Demonstrated by:
- Our efficient structures that maximize each church’s identity and effectiveness.
- Our creativity to embolden and develop a variety of distinct missional expressions.
- Our adamant belief that the stronger each church is, the stronger we all are.

**A Livable Theology**
The strength of our faith is how we live out our Reformed beliefs in a relentlessly contextual way.

Demonstrated by:
- Our zealous view that the sovereignty of God drives our ability to risk.
- Our call to deeply influence culture with the Gospel, not just protect theology.
- Our passion that renewed minds lead people to embody their faith in Jesus every day.

**Our Mutual Spurring**
The strength of our covenant community is how we challenge one another to constantly transform.

Demonstrated by:
- Our distinct systems that inspire and equip continual advancement.
- Our innovative coaching culture that magnifies the power of relational partnership.
- Our strategic connections with the wider evangelical body to deepen impact here and globally.

**Your Leadership Acceleration**
The strength of our influence is how we together create vibrant systems for leader multiplication.

Demonstrated by:
- Our competency-based approach that unleashes the potential of all God’s people.
- Our thoughtful attention to help women and men lead and thrive in all phases of life and ministry.
- Our intentional focus to equip congregations to deploy laity in exponential ways.

**STRATEGY**

Picture or process that shows how we accomplish our mission:

A flourishing ECO church can consistently name its Flourishing Next Step, which ECO will help cultivate and support through:

**One-on-one Coaching** for assessment & development

**Peer-based Groups** for encouragement & accountability

**National and Regional Gatherings** for synergy & inspiration

**Your Flourishing Next Step**

- One-On-One Coaching
- National & Regional Gatherings
- Peer-Based Groups
MEASURES

Expectations or attributes that reflect mission accomplishment and help inform growth opportunities for each Flourishing Next Step:

A flourishing ECO church:

Knows its unique identity & calling
- Our covenant partners can articulate the distinct mission and vision of the congregation with clarity and heartfelt conviction.
- Our covenant partners seek creative ways to personally and corporately engage in our church's calling with their time, energy, gifts, and finances.
- Our covenant partners create ever-deepening ways to communicate and fulfill our church's vision in the broader community and beyond.
- Our systems consistently measure how effectively every ministry and dollar enhances the way people live out our church's calling.

Normalizes risk taking
- Our leaders and covenant partners accept that failure is sometimes a necessary step for learning and growth.
- Our covenant partners put themselves in ministry situations that stretch them and help them rely on the Lord.
- Our staff and lay leaders seek out stories to celebrate how our people and ministries are experimenting to fulfill our congregation's calling.
- Our congregational leadership drives us to do whatever it takes to see God's Kingdom come in our context and world.

Nurtures missional living
- Our leaders and covenant partners consciously spend ministry time and energy outside the walls of the church.
- Our covenant partners can name specific non-believers they're inviting into their life of faith as a natural extension of who they are.
- Our church's training systems consistently evaluate and improve how we equip covenant partners to be ambassadors for Christ in their daily lives.
- Our covenant partners emulate the posture and attitude of Jesus in every situation where they live, work, and play.

Expects disciple making
- Our covenant partners can name at least one person who is mentoring them and holding them accountable.
- Our covenant partners have at least one person in whom they're investing intentionally to encourage their growth.
- Our people throughout the congregation can name a specific area in which they're seeking to grow in their generosity as a follower of Christ.
- Our leaders use defined processes to evaluate, change, or eliminate ministries that are not effectively growing people as disciple makers.

Generates multiplying leaders
- Our church's systems are effectively identifying, developing, and launching more and more leaders into ministry in and beyond our church.
- Our church enriches the souls and vitality of current leaders by nurturing them to engage in the church's vision based on their unique wiring.
- Our ministry staff spends most of their time intentionally equipping others for ministry rather than being the primary doers of the ministry.
- Our leaders can name and are working on their personal Flourishing Next Step in their growth as a multiplying leader.

Prepares to launch
- Our leaders regularly pray for and seek new, entrepreneurial opportunities to strengthen our impact based on the needs in our community and world.
- Our congregation is actively engaged in birthing new church expressions, including financial support.
- Our church prioritizes giving growing percentages of our mission budget to church planting here and/or globally.
- Our congregation has a mindset of abundance that spurs us to be generous with our people, leaders, and finances to revitalize and plant.