



Week 1 - Vision, Mission & Core Values

WE TRAIN PEOPLE TO LOVE GOD & THEIR BODIES.

As a Revelation Wellness® Instructor, coach, outdoor leader, or spouse, you may be familiar with the tagline above.

Read Revelation Wellness' Vision and Mission statements and core values.

VISION - We envision a world where people live out the love of Jesus with their whole selves—body, mind, and spirit.

MISSION - We train people to love God and their bodies—through deep spiritual healing, physical health practices, and the transformational love of Jesus.

CORE VALUES - *Dependence on God, Integrity, freedom, action & generosity*

Here is a statement that encapsulates the vision, mission, and culture of Revelation Wellness:

Revelation Wellness exists to free people from body obsession and neglect to health and wholeness found in Jesus.

Because our mission is uniquely assigned by God, RW's approach to leadership development is intentionally distinct. At Revelation Wellness, we don't just train leaders; we cultivate a different kind of kingdom impact that looks, feels, and moves according to His specific calling.

Vision and Mission Statements

What is a vision and mission statement, and why do they matter? Vision and mission statements provide forward focus and daily guidelines. Without an unwavering focus on mission and vision, one can quickly become mired in the day-to-day routine¹. In Proverbs 29:18a, God states, *"Where there is no vision, the people perish."* Many businesses, ministries, and personal lives "perish" due to a lack of vision. God Himself has chosen and called you. He desires to give you a vision that will anchor you in your daily routine, as well as serve as a compass for your journey. Each person's vision and mission will uniquely fit the call of God on his or her life.

Jesus came with Heaven's vision statement. He said, *"I have come to seek and save the lost."* Upon His ascension into heaven after His resurrection, He gave a clear mission statement to all His disciples: *"Go therefore and make disciples, baptizing them in the name of the Father, the Son, and the Holy Spirit, teaching them to observe all that I have*

¹ <http://www.lifehack.org/articles/lifehack/whats-the-difference-between-mission-and-vision.html>

commanded you. And behold I am with you always, to the end of the age.” Matthew 28:19-20

Living with vision and on mission reflects the way Jesus lived and led.

What is a vision statement?

A vision statement encompasses where you want to go. The vision is not a plan but a statement providing “the inspiring direction and heading for...daily operations. It is an articulated ideal that sets the tone...and helps shape strategic decision making.”² Here are some descriptive words about a vision statement: inspiring, directional, daily, articulated, and strategic. An articulated vision is both an anchor and a guide to fulfilling God’s call.

A clear vision statement anchors a person, ministry, or business to purpose and passion. Vision looks into the future and says, *“This is where I want to be, what I want to do, and how the world will be different because of my life.”* A vision statement can be a pretty framed picture on the wall or catalyze a forward movement. Our mission happens in our everyday actions, lived out faithfully amid daily life; VISION is how the world is changed because we have done our mission well each day. ***Vision is your WHY.***

Below is the Vision of Revelation Wellness:

We envision a world where people live out the love of Jesus with their whole selves—body, mind, and spirit.

This is Revelation Wellness’ God-given **WHY**.

The commission entrusted to Revelation Wellness uses fitness, wellness, and coaching as the vehicle to carry the Gospel of Jesus Christ around the world, spirit, soul, and body. Everything Revelation Wellness does—every program, class, workshop, and expression of who we are—flows from and points back to this clear and unwavering purpose.

Vision begins with identity and purpose. **You have been created in the image of God Himself; you bring gifts, talents, perspectives, and desires to the world’s table that NO ONE ELSE in ALL history has or ever will.** You MATTER, eternally. The vision God gives you will reflect your uniqueness and His calling.

Your vision statement will be your WHY.

What is a Mission statement?

A mission statement gives practical and tangible actions to the vision statement, providing greater definition and clarity regarding how the vision will be accomplished. It provides the WHAT and HOW. ***Mission is vision’s feet; your mission statement is the WHAT and HOW of your vision.***

Below is the Mission of Revelation Wellness:

² Roy, Rob (2015) The Navy Seal Art of War New York, NY: Crown Business

We train people to love God and their bodies—through deep spiritual healing, physical health practices, and the transformational love of Jesus.

Revelation Wellness and our family of leaders dedicate their time, talent, and resources toward this focus - training people to love God and their bodies. How? At Revelation Wellness, we each carry out our tasks and roles—individually and collectively—to reach the world with the Gospel of Jesus Christ through deep spiritual healing, physical health practices, and the transforming love of Jesus. Every action within the ministry—whether a podcast, teaching, outdoor adventures, administrative emails, store sales, financial record-keeping, or regular communications—flows from and returns to this mission.

Your mission statement expresses “how” you will accomplish the vision God gives you. When your everyday actions remain mission-focused, you move forward in the vision God has given you. What actions move you toward your mission and vision? What actions detract from them? Knowing what and how keeps you accountable and focused.

Your mission statement will be an expression of your WHAT and HOW.

Core Values

Both vision and mission statements work themselves out through core values. “Core values are emotionally charged one-word statements (value statements) that engage our hearts and minds and help to define our true self.”³ Core Value principles guide behaviors, attitudes, and focus toward the desired end.

Core values draw a line in the sand, enabling a person or business to make daily decisions focusing on vision. They define actions, bringing the focus back to the vision and mission. The question can be asked: “Does this action, this next step, align with the core values and lead back to the mission and vision?” With clear guidelines, actions are chosen cause the vision to thrive: saying YES to what brings us closer and NO to the things that do not promote or support the God-given vision.

Below, read the Core Values of Revelation Wellness:

Dependence on God

Integrity

Freedom

Action

Generosity

These core values guide Revelation Wellness and provide boundaries for every program, event, product, challenge, and more. Here is how Revelation Wellness’ values work out:

- ★ By prioritizing God’s Word and Spirit over our own strength and brand-building, we humbly steward His gifts to help others and honor His will.

³ <http://www.selfgrowth.com/articles/the-real-definition-of-core-values>

- ★ We prioritize people over profit by pursuing Kingdom excellence and financial integrity, trusting God's transformational love rather than flashy promises to provide for our needs as we serve others.
- ★ We believe God designed our bodies for ability rather than vanity, freeing us from worldly standards through His transformational love to empower us as new creations who help others find freedom.
- ★ Driven by God's transformational love, we turn faith into action by equipping leaders and persevering through holy challenges so that the world sees Christ's love reflected through our bodies and our obedience.
- ★ We believe God's infinite abundance empowers us to be generous toward all people, honoring every body as good and serving every individual—regardless of status—with a mindset that expects the best in everyone.

This is how core values provide anchors to both vision and mission.

Your core values will provide boundaries and guide your choices as you move towards the God-given vision and mission for your life. These values ensure you stay the course and make decisions in line with your mission and vision by anchoring values.

Your core values will be your anchored boundaries.

Creating a Culture

Vision, mission, and core values work synergistically to create the culture of a business, non-profit, family, or a person's life. With a clear vision and mission, as well as a working knowledge of core values, culture is created, maintained, and replicated.

Launch Leadership goes beyond teaching “how-tos.” Launch will help you clarify God's mission for your life while equipping you to lead through the core principles and culture of Revelation Wellness.

The most effective leaders catch, live, and carry forward the vision God places within them. Through Launch, you begin to cultivate a personal culture of following Christ and leading as He did—within your own context and in partnership with Him.

What defines a culture? What foundation supports the vision, mission, and core beliefs?

A culture, as defined by Webster: *Culture is the customary beliefs, social forms, and material traits of a racial, religious, or social group; the set of shared attitudes, values, goals, and practices that characterize an institution or organization; and the set of values, conventions, or social practices associated with a particular field, activity, or societal characteristic.*

Notice—culture demonstrates beliefs, social forms, shared attitudes, values, and goals. It also encompasses practices that define the group. These apply to the culture of Revelation Wellness®, specifically the cornerstone beliefs and shared attitudes, values, goals, and practices that characterize us as the Revelation Wellness family. Our culture ensures that everyone attending our Instructor Trainings shares a common foundation and experience. Revelation Wellness culture establishes a clear standard for every book study, class, and program, so that no matter where a class is held or an outdoor adventure is led, participants encounter the same core truths and freedom. Culture

encompasses both our corporate and family personalities. It is how we treat one another, interact, and live out our vision, mission, and core values.

Every time you walk into a business, you experience the company culture. A great example of corporate culture is Chick-fil-A®. No matter which Chick-fil-A restaurant a person enters, the experience matches the experience of another person in a different city—the leaders purposely developed a culture of *“It’s my pleasure to serve you,”* and that message is conveyed from the person who wipes down tables to the owner of the franchise.

Two competing examples of corporate culture are Dutch Bros. Coffee® and Starbucks™. Each company sells coffee, but the individual culture (the personality) is completely different. Regardless of where you order your coffee, the customer’s experience at each place remains constant. Starbucks designed its culture to be personal and open, offering a place to connect while enjoying coffee. Dutch Bros., on the other hand, established a culture of fun, “bein’ positive and lovin’ life.”⁴ Both companies serve coffee; however, their cultures and the personality of the company are entirely different. Customers know what to expect at either location; once you have been to either place, you understand the company’s personality (aka culture).

The Culture of Revelation Wellness

The culture of Revelation Wellness builds on 8 Foundational Pillars, or beliefs, given by God, based on our vision, mission, and core values.

The 8 Foundational Pillars:

- **God First, God Only**
- **Identity—Living as Sons and Daughters of God**
- **Lovers of People**
- **Servant Leaders**
- **Risk Takers**
- **Relentless Freedom Fighters**
- **Joy-Keepers**
- **Life-Speaking Communicators**

Each pillar represents a biblical belief that shapes the culture of Revelation Wellness and will be explored during Launch. Built on our core values, these pillars form the foundation that enables us to follow Jesus and lead as He did.

What you believe shapes how you think, live, and lead. As your beliefs are aligned with truth, they determine the direction of your leadership and life. This journey requires honesty, humility, and a willingness to be vulnerable.

Christ-like leadership is formed on this foundation. As your heart is set free, your leadership grows in strength, influence, and effectiveness.

During Launch, you are establishing not only your vision, mission, and core values, but also clarifying the culture of your life and leadership.

⁴ <http://www.dutchbros.com/AboutUs/>

It is time for the Body of Christ to be well and to lead well. God is looking for those who will follow Jesus and lead by the Spirit, in their homes, workplaces, and communities. You are a part of this - an army of those who love God and love others, bringing life and wholeness to a broken world.

As a Revelation Wellness leader or spouse, you are part of our vision, mission, and culture, even as you discern and live out your own God-given vision and mission. This is a sacred calling. As you steward what you have received, may Christ shape your heart and leadership so that others encounter truth, freedom, and life through you.

Live Life Empowered

*Your destination depends not on where you are but on which way you go.
Your results depend not on what has happened and not on what you have,
but on what you do with it all.*

From where you are now, you can go anywhere.

There are pathways leading in every direction.

You may not recognize it if you have not chosen where you want to go.

What matters now is which of those pathways you choose.

What matters now is the next step you take.

Give yourself permission to decide what you truly desire for your life.

And know that there is a way, right now, to begin creating it.

When your thoughts and actions have a clear, specific purpose, each moment will carry you closer to the fulfillment of that purpose. When you move consistently in a chosen direction, you cannot help but reach the destination you choose.

Prayerfully, thoughtfully and carefully select your direction today. You are always moving toward something, so make that something exactly what you wish.

Unknown

Training Exercise—Day #1

“Where there is no vision from God, the people run wild, but those who adhere to God’s instruction know genuine happiness.” -Proverbs 29:18 (The Voice)

Do you have a personal vision statement? Self-awareness as a leader begins with a clear vision and mission backed up by core values that support them. As a leader, having a vision is both a gift and a core responsibility. Your personal vision will tie you into the places God has called you to serve and help you say no to the places you are not called to serve. It will serve as a launching point into the future God has for you.

A vision statement expresses your WHY. Writing down the God-given vision will be a compass that will keep you on track in all of life. Freedom to become yourself fully comes by INTENTION and INTIMACY with Him.

“A vision is a picture of the success of a project at a particular time in the future...A vision is the actual destination. It’s a vivid description of what ‘success’ looks and feels like for us.”⁵

A clear vision gives you the strength to continue when you want to quit, purpose in painful seasons, and perspective when circumstances are trying. Vision anchors you to the calling of God on your life. If you do not clearly articulate the vision for your life, others will define it for you.

Vision-defining questions:

- What are the things you ultimately want to achieve? Who do you want to be?
- What are your passions? What motivates you? What is the battle for which you were born?
- What are you good at? What are you not so good at right now, but want to be?
- At the end of your life, what will success look like?
- What would the world miss out on if you were not here, now, in this generation? What is the impact you would like to have?
- What do you want your epitaph to read at the end of your life? What would you regret NOT doing?

KEYNOTE: The vision you are articulating here is not meant to be a great idea you come up with on your own. Press into the Father. Listen to His voice. He created YOU intentionally and uniquely, with great purpose, for a great purpose. Ask Him if you have doubts or struggle with knowing what your vision is or should be. **Vision comes out of intimacy.** Who better to ask about the vision for your life than the One who intentionally designed you for such a time as this?

Another important point is that the vision you write down today may change and grow in the next 10 years. As you grow and seek the Lord, He will also grow and change your vision. This is not set in stone—it is simply a beginning place.

⁵ <http://www.zingtrain.com/content/why-and-how-visioning-works>

Check in with your swim buddy. Discuss one or more of the questions above. Begin to pray over one another in light of seeking personal vision, mission, and core values.

Reading:

<https://insightglobal.com/blog/vision-vs-mission-statements/>

Training Exercise—Day #2

“The Lord answered me and said, ‘Record the vision and inscribe it on tablets, that the one who reads it may run.’” Habakkuk 2:2

The heart of the Father is that we live with vision—vision that gives us a clear purpose and mission as we follow Him and live effectively in our lives, relationships, and ventures, all for the glory of the King. Now that you have begun to articulate your vision statement, we will turn our attention to developing your mission statement.

A mission statement expresses your WHAT and HOW. What are you here for? WHAT actions will consistently carry you toward the vision? A mission statement is how you will get to your vision. What am I going to consistently do and how am I going to live as a result of my vision?

“A personal mission statement is helpful when the way becomes cloudy; to return to a written statement of your essence and purpose in life can often help you forge your chosen path.”⁶

Your mission statement will be succinct, easy to remember, and provide direction in your day-to-day life. Ideally, it is one sentence, easy to understand, and to memorize. Your mission statement might vary in different seasons. Begin to write your WHAT and let the Holy Spirit guide you. *“Because my God-given vision is THIS, my mission is THIS.”* Your mission statement is about actions in the present that lead you to the future and vision.

Think of the Revelation Wellness Mission: *We train people to love God and their bodies—through deep spiritual healing, physical health practices, and the transformational love of Jesus.* Knowing the vision, your mission gives you the parameters within which to live day-to-day life. All of your actions will fall in line with this mission. At Revelation Wellness, we can ask, ‘Does this program promote the mission and get us to the vision?’ An affirmative answer moves us forward in that program; a negative answer allows us to stop and reassess. The same will be true with your mission and vision.

Mission-defining questions:

- What do I do? Who do I do it for?
- What actions and passions will carry me toward my vision?
- What makes me different?
- What are my intentions?
- Daily, what will I do to live out the vision God has given me?

Record your answers. Do not rush through the process. Listen to the Holy Spirit. He has good things to share with you!

Check in with your swim buddy.

⁶ 2011 A Mission or Personal Vision Statement (VV1) Making the Most of Your UW Experience GEN 197

Training Exercise—Day #3

Your core values are the next step in walking out your established vision and mission. These values “are the fundamental beliefs that inform decisions, actions, and behaviors.”⁷ Core values are DECISION GUIDELINES to keep you on course. Core values dictate how you behave and how you think.

Faithful leadership means: “Knowing your core values and having the courage to integrate them with your actions, being mindful of the common good. *A virtue is a value that is elemental, a noble habit that directs us toward the good. It is created through the practice of the virtue itself. In other words, in order to achieve justice, you must act in a just manner. In order to become a person of integrity, you have to act with integrity on a daily basis. There are no shortcuts!*”⁸ Our actions reflect, confirm, and deepen our values, which support and promote our vision and mission.

Attached, you will find a list of values, traits, and characteristics that are widely accepted as core values. Prayerfully read through the list two or three times. Add to the list if something important to you is not listed.

Read through the list again and highlight the values that jump out at you. Invite the Holy Spirit to highlight key values. Write these down.

**Leaders must be
conscious of their
own values in order
to lead effectively.**

Next, pray over your list. Do the values you chose **truly** reflect your daily life and actions? Core values both reflect and influence the way you act, how you view life, and what you place importance upon. The definition of *living with integrity* is to believe, speak, and live consistently. If you have chosen a core value that you realize you do not actually practice, this is an opportunity to reassess, repent, and reorient.

Select 3 or 4 most important values that bring you back to your vision and mission statements. These core values will be anchored decision guides to help you stay the course. Core values provide boundaries for behavior and life to help you live out the vision of God in your life.

Having defined these things, you will be more equipped to serve where the Lord has called you. It will bring clarity when you experience doubt about your calling or gifting, and also provide direction when you are moving forward.

“Your beliefs become your thoughts. Your thoughts become your words. Your words become your actions. Your actions become your habits. Your habits become your values. Your values become your destiny.”

-Mahatma Gandhi

⁷Turner, Dee Ann (2015) It's My Pleasure Boise, ID: Elevate

⁸ http://www.ethicalleadership.org/uploads/2/6/2/6/26265761/1.4_core_values_exercise.pdf

Additional reading on Core Values:

<https://influencemagazine.com/en/Practice/Defining-Your-Core-Values>

In your journal or notebook, you now have the basics of your God-given vision, mission statement, and core values.

KEYNOTE: Do not leave them in your notebook or journal. **Print them out** and put these in a prominent place where you will see and be reminded of these things daily.

Your vision, mission, and core values are to be revisited frequently—both to provide stability in your course through life, but also to be altered as the Lord leads. This is just the beginning! 🙏 These are your GET-TO!!

Connect with your Swim buddy—share what the Lord showed you in this week's journey. Pray for their vision, mission, and values. Be transparent with one another.

Examples of Core Values:

Consistency	<i>Intelligence</i>		Joy	Fun		Respect
Risk-Taking		Passion		<i>Life-long learning</i>		Safety
Hope	Community		Interdependence		Innovation	
Adventure	Integrity		Affection	<i>Appreciation</i>		
Dependable	Honesty	Confidence	Curiosity	Diligence	WORSHIP	Gracious
Compassion	Competence	Belief	Politeness	Certainty		Cheerfulness
Cleverness	Generous	Cleanliness	Imagination		Completion	Duty
Connection	Truth	Determination		Boldness	Accountability	
Planning	Discretion		Resourceful			Diplomacy
Discipline	Energetic		Organization	Equality		Enthusiasm
Daring	Forgiveness	<i>Faithful</i>		Devotion		Love
Freethinking	Justice		Kind	Worship		Knowledge
Status Professional		Dignity		Stability		Challenge
Noble Togetherness			Loyalty		T eachable	
Non-conforming	ng			Obedience		Merciful
Commitment	Unity		Optimistic		Originality	
Persistence			Excellence	Bravery	Wisdom	Peace
Integrity			Happiness	<i>Success</i>	Recognition	
Friendship	Family		Authenticity		Power	Influence
Justice		Dreaming		Vision		

<https://www.saturdaygift.com/core-values-list/>

http://www.ethicalleadership.org/uploads/2/6/2/6/26265761/1.4_core_values_exercise.pdf