

Vision, Mission, and Strategy

LeadLab EUD

M3. Leading on Organisations

Christian Salcianu | HIM Research, 13 January 2026

**“God’s work,
done in God’s way,
will never lack
God’s supplies.”**

Hudson Taylor





**“A person can receive
only what is given them
from heaven.”**

John 3:27

**“What you see, write in a book and
send it to the seven churches.”**

Revelation 1:11

“What you see, write in a book and
send it to the seven churches.”

See

Receive

VISION

The Father

Write

Articulate

MISSION

Jesus Christ

Send

Execute

STRATEGY

The Holy Spirit

1. THE VISION



VISION

“Do not let your hearts be troubled. You believe in God; believe also in me. My Father’s house has many rooms; if that were not so, would I have told you that I am going there to prepare a place for you? And if I go and prepare a place for you, **I will come back and take you** to be with me that you also may be where I am.”

(John 14:1-3)

“Then Jesus said to Simon,
‘Don’t be afraid; from now on
you will fish for people.’
So they pulled their boats up on shore,
left everything and followed him.”

(Luke 5:10-11)

“One night the Lord spoke to Paul in a vision:

‘Do not be afraid; keep on speaking,
do not be silent. For I am with you, and no one
is going to attack and harm you, because

I have many people in this city.’

So Paul stayed in Corinth for a year and a half,
teaching them the word of God.”

(Acts 18:9-11)



“And God said,



‘I will be with you. And this will be the sign to you that it is I who have sent you: When you have brought the people out of Egypt, **you will worship God on this mountain.**’”

(Exodus 3:12)



VISION

- **Clarity:** “Vision is clear.” It answers “What?” / “Where to?”
- **Source:** It is supplied by God.
- **Focus:** Future, projecting a God-ordained reality.
- **Scope:** Higher than any human imagination.
- **Impact:** No to status quo. A desired change.

2. THE MISSION

MISSION



“God did **not** send his Son into the world **to condemn** the world, but **to save** the world through him.”
(John 3:17)

“The Son of Man came **to seek** and **to save** the lost.”
(Luke 19:10)

“Do not think that I have come to abolish the Law or the Prophets; I have **not** come **to abolish** them but **to fulfill** them.” (Matthew 5:17)

“The Son of Man did **not** come **to be served**, but **to serve**, and **to give his life** as a ransom for many.” (Mark 10:45)

MISSION

- **Clarity:** It responds to “Why?”/“What for?” (*raison d’être*)
- **Source:** Mandate from God, embodied by Jesus.
- **Focus:** Vision-focused, present-tense declaration.
- **Scope:** Universally applicable (entire organisation).
- **Impact:** Alignment for a cause.

VISION

MISSION

A picture	A movie
The destination	The journey
In the future	In the present
Higher (ideal)	Human (doable)
God-given	Human and divine partnership
Acts as a magnet	Acts as a propeller
Revelation	Commandment
Excitement & motivation	Meaning & purpose
Joyful	Painful
God-focused	Vision-focused



3. THE STRATEGY

STRATEGY





1 Samuel 17

Acts 17





2 Thessalonians 2



Matthew 28, Mark 16
Luke 24, John 20

STRATEGY

- **Clarity:** It answers the question “How?” (subject to change)
- **Source:** The Holy Spirit’s leading (team, data, reflections).
- **Focus:** Mission-focused, values-driven, results-oriented.
- **Scope:** A step by step approach (teams).
- **Impact:** Incremental changes.

MISSION

STRATEGY

Fixed (in stone)	Fluid (adaptable)
Universal (in time and space)	Specific (contextual, cultural)
Enduring (rarely changes, if ever)	Expiring (must be reviewed periodically)
Driven by heart	Driven by head
Defined by the calling	Defined by the guidance
Owned by everyone (all members)	Directed by leaders (team)
Focus on alignment (unity)	Focused on execution (many methods)
Commitment & sacrifice	Planning & resources allocation
Qualitative (faith, deep, direction)	Quantitative (growth, metrics)
Vision-focused	Mission-focused

WORDS (of caution)

RADICAL

URGENT

TOTAL

FINAL

PRAAYER, MISSION

APPEAL, DECISION

MEMBER INVOLVEMENT

HOPE, CHANCE

WORDS (of clarity)

VISION

MISSION

STRATEGY



<i>What / Where to?</i>	<i>Why? What for?</i>	<i>How?</i>
Long term destination	Core mandate	Action plan
Mental image	Deep (internalised)	Implementation
Desired future	Buying in	Execution
Guiding purpose	Sacrifices for values	Goals & results
Aspirational	Commitment	Resource allocation
Ideal	Owning & stewardship	Evaluation to optimise



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**“He guides the humble in what is right
and teaches them his way.”**

25:9