

Facebook's Five Core Values and What It Means for Your Ministry

When Mark Zuckerberg wrote a letter to potential investors, he unpacked the five values that guide everything at Facebook.

HERE THEY ARE

Focus on Impact: Solve the most important problems that make the biggest difference. Zuckerberg reminds his team that it's very easy to waste time.

Move Fast: Facebook employees are encouraged to "move fast and break things." The assumption is, if you're not breaking things, you're probably not moving fast enough.

Be Bold: The goal at Facebook is to create a culture that takes risks. The banner for this value is "The riskiest thing is to take no risks."

Be Open: Being open means giving people as much access to information as possible to make better decisions.

Build Social Value: Facebook exists to make the world more open and connected, and not just to build a company.

WHAT THEY MEAN FOR YOU

- Great leaders get things done by creating culture. That's why values matter. Church leaders often get stuck in a ministry treadmill of "doing church" without clarifying, "What kind of culture are we trying to nourish?" Do a values test: Does your team know the top five ideals or motives of your ministry?
- These values show us how even the most innovative aspects of technology and communication are working intently to keep changing. As the envelope is pushed, how will leadership role adapt? Here are some questions to consider:
 - Who can you spend time with to learn more about social media?
 - How is your ministry investing in better communication technology?
 - What new team role do you need to stay more innovative?
 - How are you giving people permission to make mistakes in the name of positive risk and bold mission?
- Values always take us to the heart of a group of people; to that flame deep inside the collective soul. The fifth value of Facebook reminds people that its not about the organization. Rather, its about something great happening in the world, that changes everyday reality. What traps us in ministry is that our world-changing ideas are limited to how we preach and not how shape a church culture. Again, its not about the church organization per se, but the deeper reason of existence. What are values in the heart of

the congregation that will continue inspiring impact after a great sermon, class, group or event?