

How 30 Seconds Can Change the World

There are often crucial moments when we have an opportunity to be vision-casters with people, one-on-one. It may be a car ride making a visit, coffee with a fellow member, or a staff meeting with five extra minutes at the end. It begs the question, could I state my vision for my church if I only had a few floors to travel in an elevator with someone?

You see, vision is great, but it needs to be transferrable. Members of a church should be able to share their church's vision with their friends, relatives, associates, and neighbors, but they can only share a vision that has been concisely articulated from their leadership. And a vision isn't "reaching people" or "glorifying God." Those are eternal purposes, universal to every church. A vision (in an elevator speech format) would be more like...

We're going to be a church that wraps our arms around the broken with an abundance of both truth and grace. We'll have a multiplying network of small groups where people can really bear each other's burdens. And we'll gather in the middle of the marketplace for passionate worship and relevant teaching each week. The community will be better because we're here – marriages will be fixed, education will improve, and people with all kinds of hurts, habits, and hang-ups will find healing and recovery in a new life with Jesus.

That's my elevator pitch. What's yours?

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