



THE STORY CHURCH
PROJECT

FIND YOUR HEARTBEAT

A BASIC GUIDE

www.thestorychurchproject.com

Vision is the ability to talk about the future with such clarity it is as if we are talking about the past.

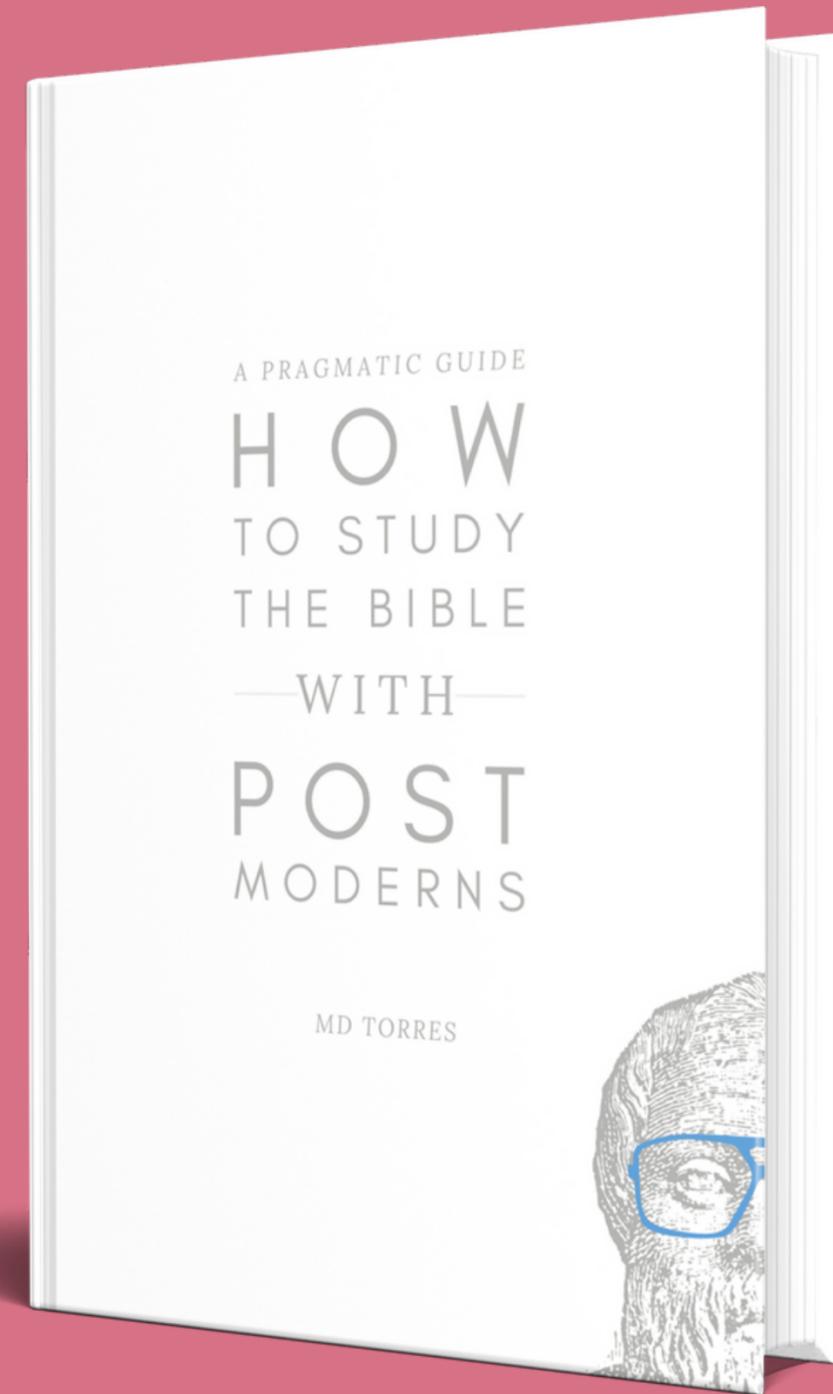
SIMON SINEK

INTRODUCTION

Welcome to the heartbeat guide! In the next few pages I want to walk you through 3 simple steps toward developing a meaningful purpose statement that communicates your church's heartbeat.

Let's get started!

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EBOOK OFFER
BEFORE IT ENDS!**



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STEP 1: GO TO THE BIBLE

Developing a heartbeat statement is simple for the church because we don't have to make it up from scratch. Instead, the Bible itself tells us what our mission is. So the simplest way to develop a meaningful purpose statement is to make the biblical mission our own! For step one just meditate on the following verse:

Then Jesus came to them and said, “All authority in heaven and on earth has been given to me. Therefore go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything I have commanded you. And surely I am with you always, to the very end of the age.” (Matt. 28:18-20)

STEP 2: BREAK IT DOWN

Breaking it down is simple. The key is to look for the action phrases or verbs. There are 5 bullet points we can break this verse down to:

- Given to me (Upreach)
- Therefore Go (Outreach)
- Make Disciples (Inreach)
- Baptize Them (Part of the discipleship journey)
- Teach Them (Another way of saying "make disciples")

As you can see, the entire great commission can be broken down into 3 overarching themes with "discipleship" being the theme that is most emphasised. These 3 overarching themes are the heartbeat of the church. When the church is doing these things, it is thriving. When it isn't it is dying. Here they are:

UPREACH

OUR TRUST IN AND
CONNECTION WITH GOD.

OUTREACH

OUR COMMITMENT TO
LIVING LIVES ON THE GO
FOR GOD'S KINGDOM.

INREACH

OUR COMMITMENT
TOWARD GROWING
TOGETHER INTO JESUS.

STEP 3: MAKE IT YOUR OWN

Take the 3 overarching themes and craft them into a sentence that reflects your culture. Here are some examples:

- A Church on the move (outreach), growing together (inreach) toward God's heart (upreach).
- Following Jesus (upreach + inreach) and serving others (outreach + inreach).
- We are here for those not here yet (all 3 purposes are embedded).

Spend time with your team playing around with different options until you arrive at something you all connect with. Remember to stick to those three overarching themes. You can communicate all 3 themes by highlighting all 3 or by summarizing them in one simple sentence as the above examples show.

Remember that process is only meaningful in the context of a church redesign. For a resource that walks you through that redesign download the ebook "Heartbeat" coming soon to The Story Church Project store!

Subscribe to the newsletter to be the first to know when it arrives. You get a free ebook so why not? Just go to thestorychurchproject.com/start to subscribe.

**AND YOU ARE
DONE!**

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