



If you don't know what specific outcomes you want, you end up measuring the inputs hoping something good comes out the other end. If you're not getting the outcome you want, change the verbs, not the nouns.

Covey (7 Habits of Highly Effective People) is right-always start at the end- with the desired outcome. Then we can figure out what we need (nouns) and what we must do (verbs) to produce the desired results.

What does the Association want to be different?

About the seeds - (Gil again) you all know the parable about the sower who goes out to sow the seeds. He throws the seed everywhere. Some land on soil that is too hard and some are choked by weeds and some land in the path and are trampled. But some land in good soil and grow abundantly.

The second time you sow the seeds - did you learn anything? What is God calling us to make different, and with whom? And what is different should be about the mission of the church, not the institution.

Are we spending most of our time trying to maintain our particular institution, or parts of it? Do we understand that the purpose of the church is mission, not maintenance?

And what does it look like, and what will be different, if the Association and the churches focus on our mission, and not merely our survival?

Let's find out.