

Olu Brown | Saturday  
February 17, 2024

**Mt. Calvary  
Baptist Church**

**Palm Coast,  
Florida**

**Church-Wide**



**WELCOME TO  
MT. CALVARY BAPTIST  
CHURCH OF PALM COAST**



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February 17, 2024

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IT IS WELL, IT IS WELL,  
WITH MY SOUL

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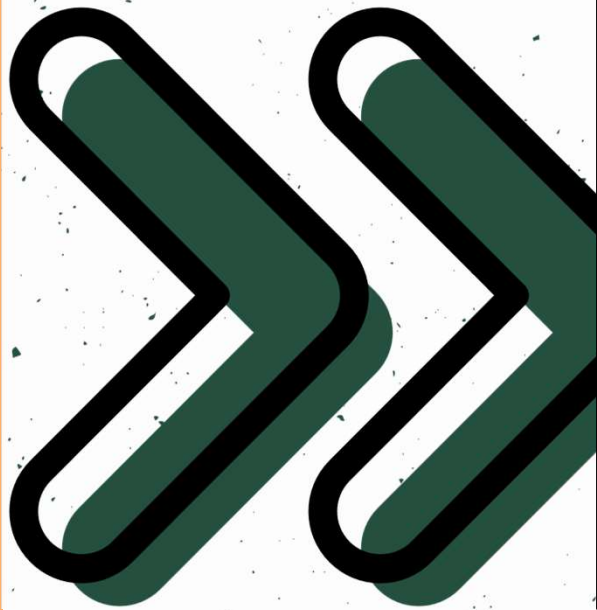
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MT. CALVARY BAPTIST  
CHURCH OF PALM COAST**



WHAT IS YOUR NEXT?

**NOR  
MAL  
IZING**   
**NEXT**™

A POST-COVID-19 RESOURCE  
FOR CHURCH LEADERS

**OLU BROWN**

WHAT IS YOUR NEXT?

**NOR  
MAL  
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A POST-COVID-19 RESOURCE  
FOR CHURCH LEADERS

**GUIDEBOOK**

**OLU BROWN & GLENNA B. MANNING**

## NN® PHILOSOPHY

“When leaders and congregations determine that next is not to be feared but embraced and that as they engage in creative and innovative thinking and partnerships, they will begin living their future **NOW.**”

Pg. 6 | NN® Book



# OUR NOW EVANGELISM SEASON



“We are living in the  
greatest evangelistic  
season of our lifetime!”



## GUIDING SCRIPTURE

For if you remain silent at this time, relief and deliverance for the Jews will arise from another place, but you and your father's family will perish. And who knows but that you have come to your royal position for such a time as this?

**Esther 4:14 NIV**

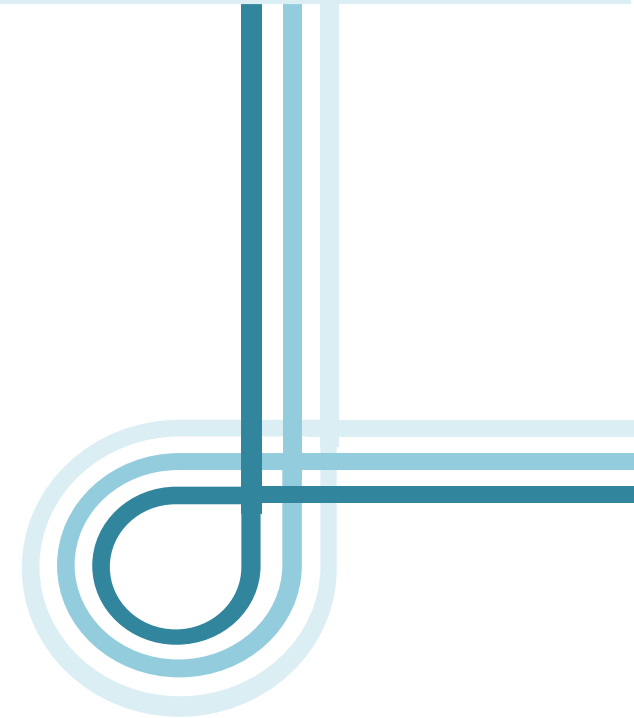
## GUIDING SCRIPTURE

15 Then Esther sent this reply to Mordecai: 16  
“Go, gather together all the Jews who are in  
Susa, and fast for me. Do not eat or drink for  
three days, night or day. I and my attendants  
will fast as you do. When this is done, I will go  
to the king, even though it is against the law.  
And if I perish, I perish.”

**Esther 4:15-16 NIV**

# Agenda – Core Team

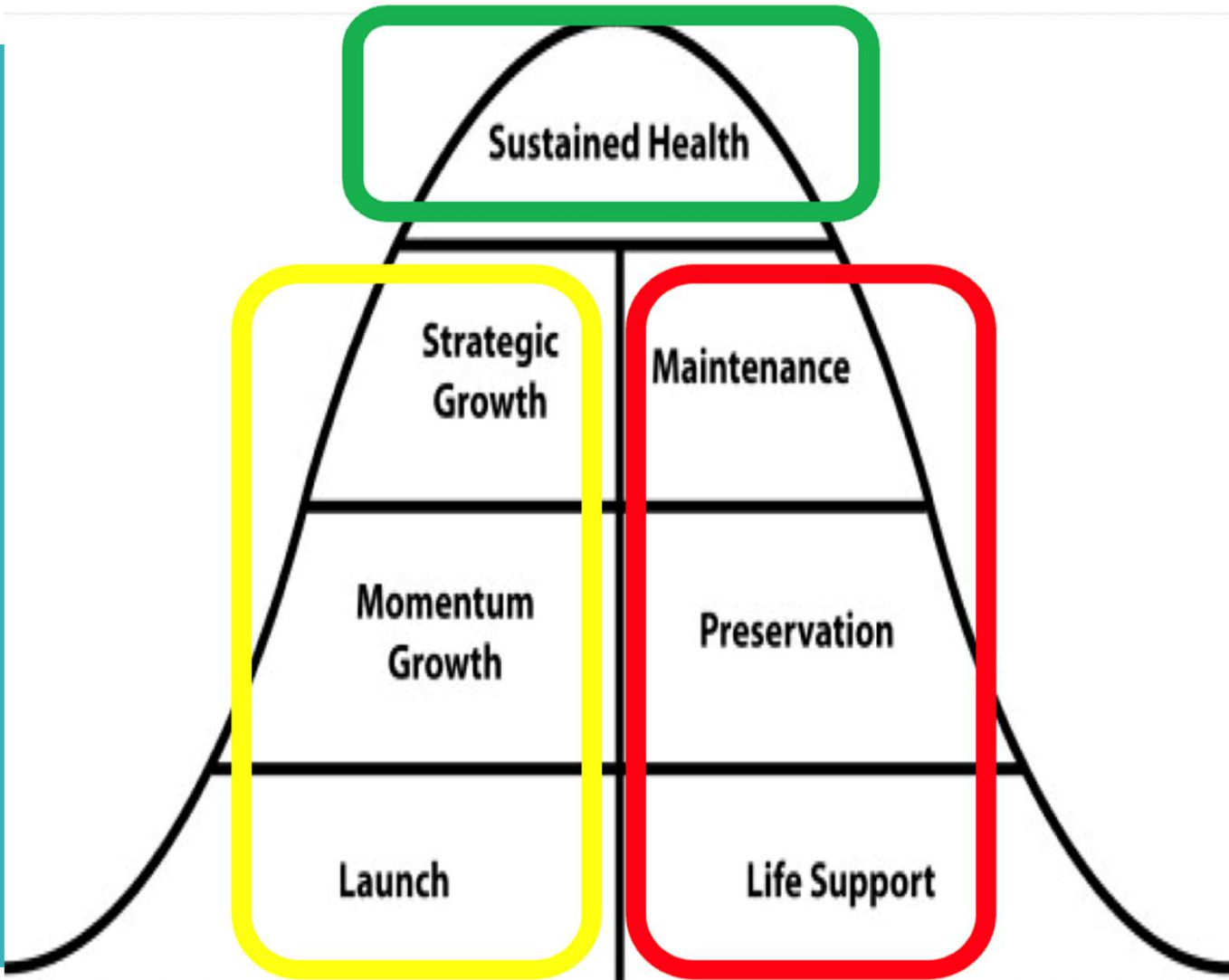
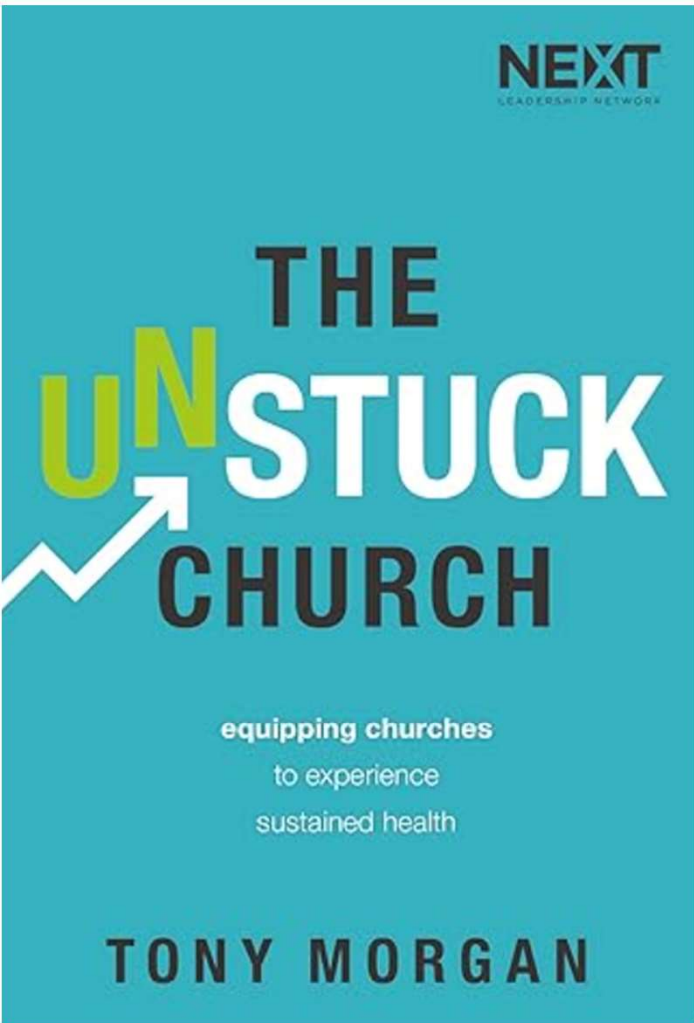
- Opening Prayer
- Review Readiness Template
- Review Church Lifecycle
- Review SWOT Analysis
- Community Scan Information
- Vision Process: Current Mission and Vision Statement Review
- Vision Process: Vision and Mission Statement Build Out
- Closing Prayer





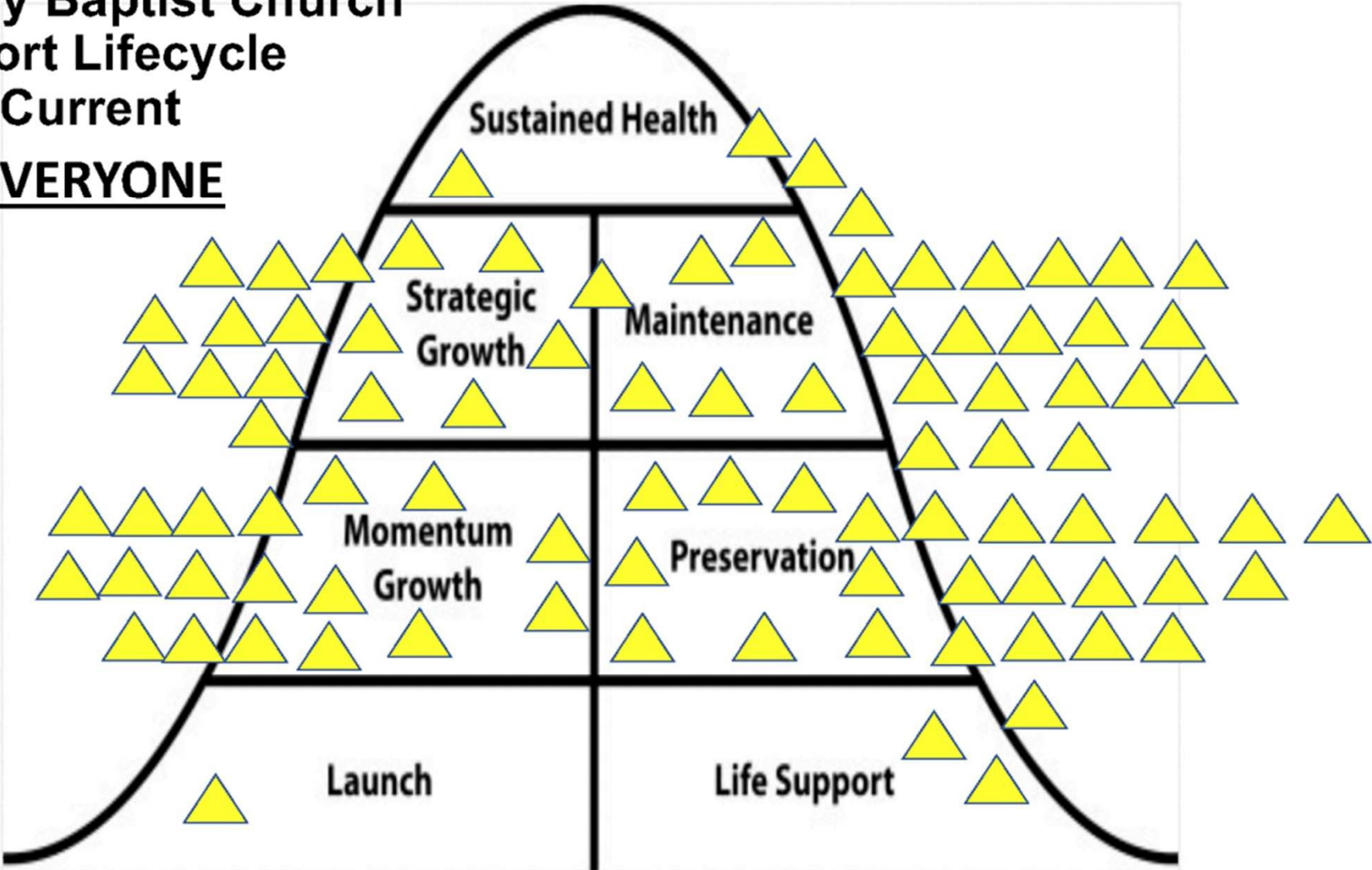
# Mt. Calvary Baptist Church - Palm Coast Coaching & Consulting Project Timeline January – June 2024





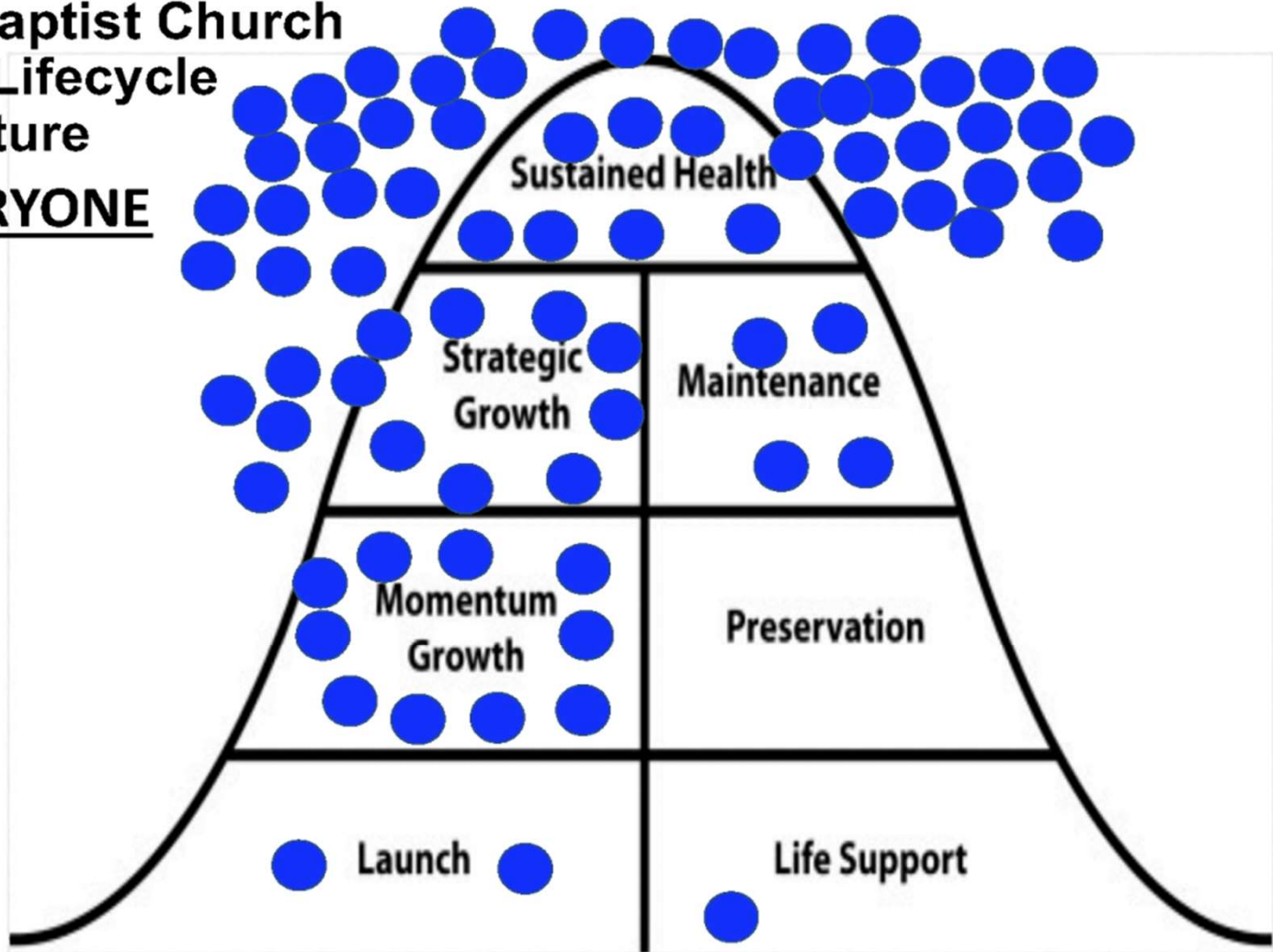
The Unstuck Church by Tony Morgan

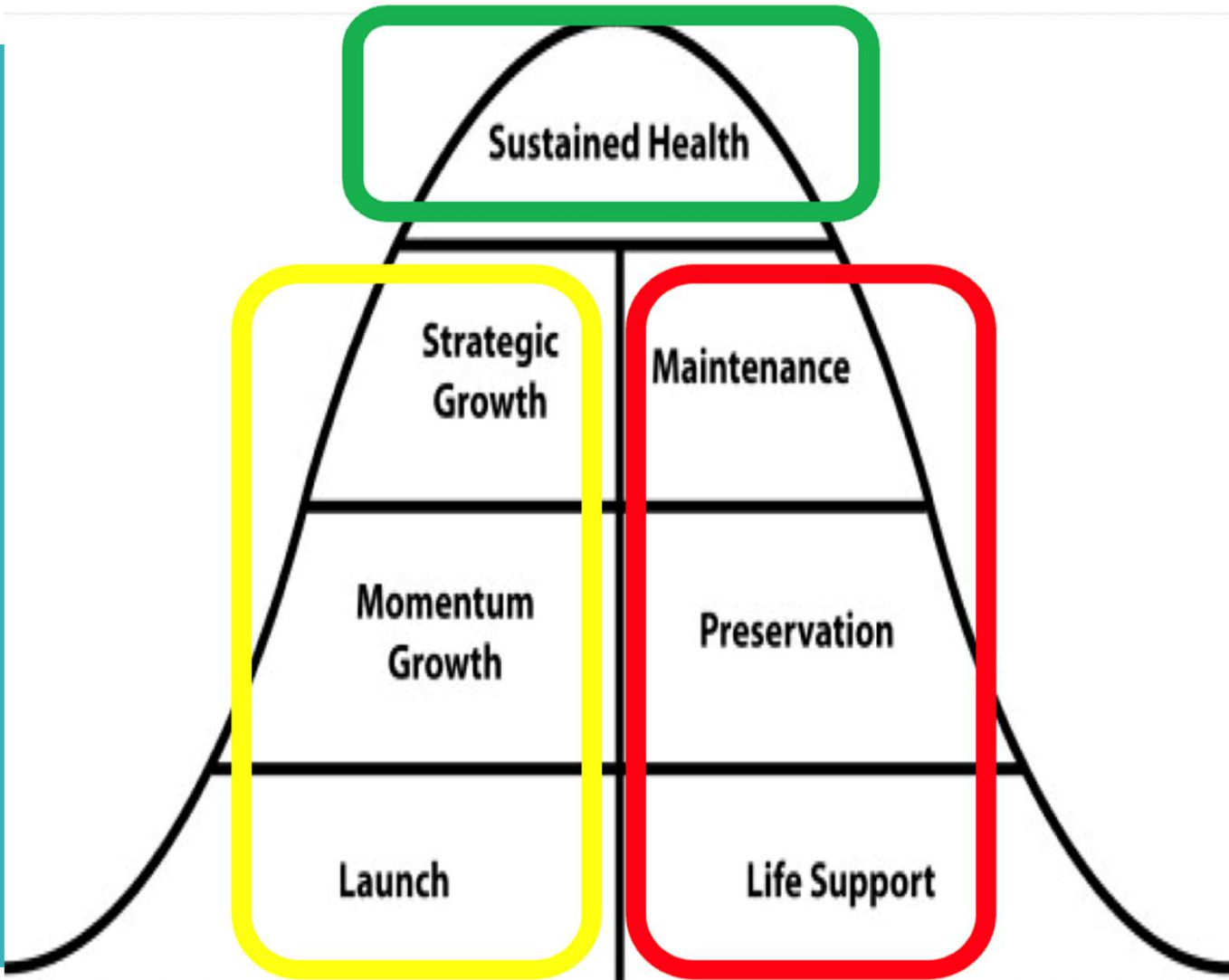
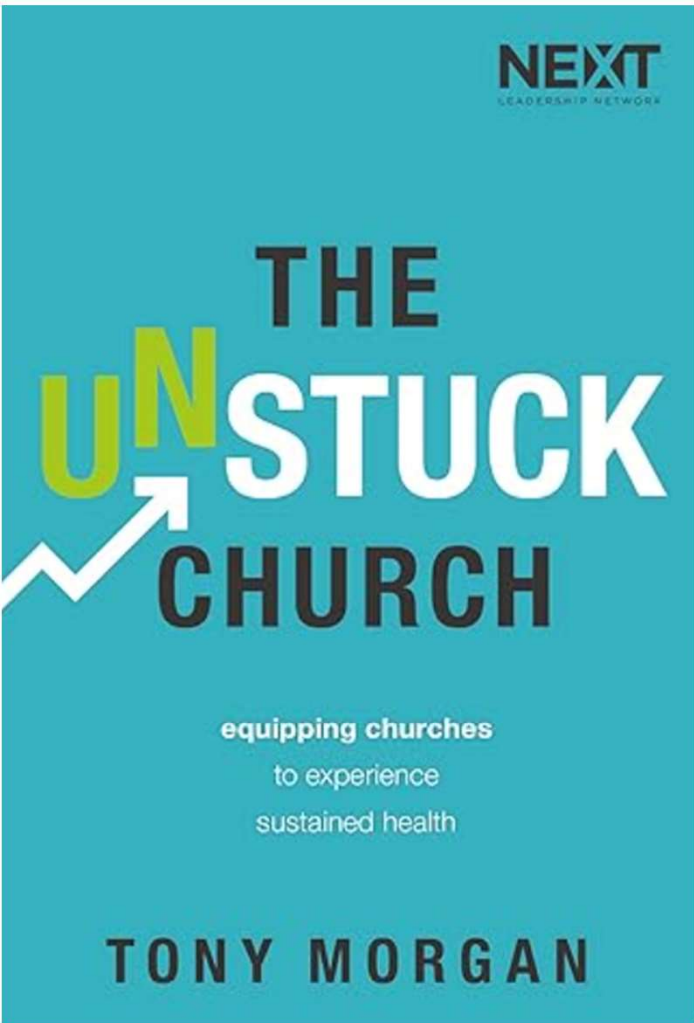
**Mt Calvary Baptist Church  
Cohort Lifecycle  
Current  
EVERYONE**





**Mt Calvary Baptist Church  
Cohort Lifecycle  
Future  
EVERYONE**





The Unstuck Church by Tony Morgan

## **SWOT Analysis Summary**

**(Based on frequency of responses from (11) ministries)  
Submitted by Dr. Valentine**

### **STRENGTHS**

1. Pastor and leadership of the church
2. Bible-based teaching and study
3. Church campus
4. No Mortgage
5. Variety of ministries
6. General friendliness
7. Security



## **WEAKNESSES**

1. Lack of young members (young families) and engagement of youth.
2. Lack of community outreach, visibility and involvement.
3. Regular updating and navigation of church's website.
4. Use of new technology on a regular basis in all areas (QR codes, social media).
5. Bible study only available by Zoom during weekday morning.
6. Lack of energy in the membership.

# **OPPORTUNITIES**

1. Outreach and engaging community activities by the city, county, other organizations.
2. Utilize social media to attract unserved.
3. Put new members in active roles based on their talents.

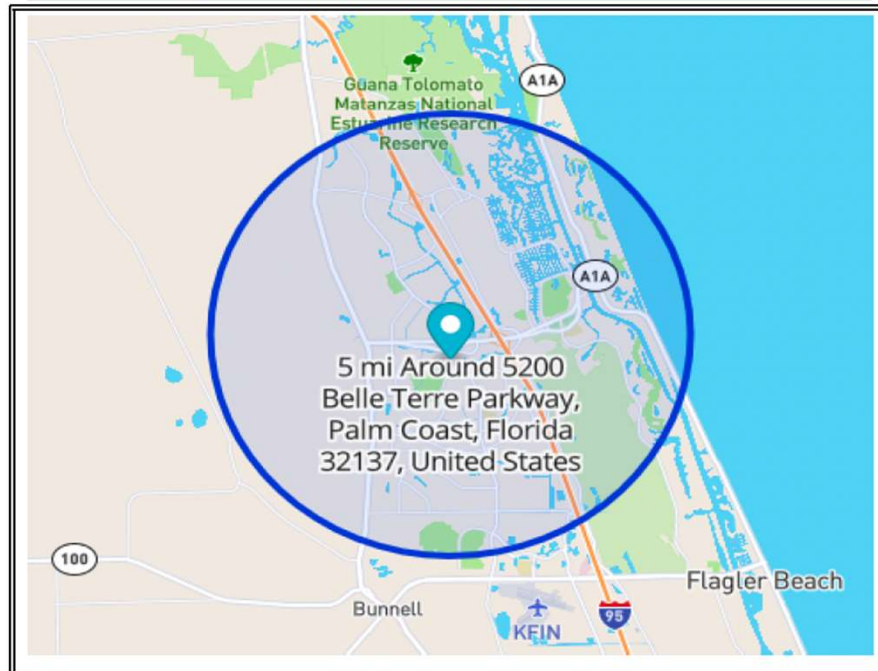
# THREATS

1. New churches in the area.
2. Community activities competing with worship time.
3. Negative attitudes and perceptions.



**The MinistryInsite Report 2021**

**The Study Area**



**Priority List**

**Top 15 of 44 Life Concerns**

Ranked by greatest concerns

<i>Ranking</i>	<i>Concern</i>	<i>Ratio</i>	<i>Strength of Concern</i>
1	Ongoing impact of COVID-19	18.9	Extremely Strong Concern
2	Social & political tensions/discord	8.1	Extremely Strong Concern
3	Racism/racial injustice	4.6	Very Strong Concern
4	Health crisis/illness	4.1	Very Strong Concern
5	Financing the future/savings/retirement	3.5	Strong Concern
6	Fear of the future or the unknown	3.0	Strong Concern
7	Illegal immigration	2.9	Strong Concern
8	Quality of children's education	2.8	Strong Concern
9	Losing weight/diet issues	2.6	Strong Concern
10	Personal health problems	2.3	Strong Concern
11	Caring for aging parents	2.2	Strong Concern
12	Social media & internet	2.1	Strong Concern
13	Day-to-day financial matters	2.0	Strong Concern
14	Time for friends/family	1.9	Somewhat Strong Concern
15	Making the right choices/finding direction	1.8	Somewhat Strong Concern

Priority List

Top 10 of 25 Reasons for people outside a religious congregation or community for not participating

<i>Ranking</i>	<i>Concern</i>	<i>Ratio</i>	<i>Strength of Reason</i>
1	Religious People too Judgmental	3.4	Strong Reason
2	Religion too focused on money	3.2	Strong Reason
3	Don't trust religious leaders	2.7	Strong Reason
4	Disillusionment with religion	2.6	Strong Reason
5	Don't trust organized religion	2.5	Strong Reason
6	Wasn't relevant to my life	2.1	Strong Reason
7	Don't believe in God	2.1	Strong Reason
8	Strict/inflexible beliefs	2.0	Strong Reason
9	No longer believe	1.8	Somewhat Strong Reason
10	Moved from community	1.2	Moderate Reason

**Priority List**

**Ministry or Program Recommendations Based Upon This Study Area**

Preferences are ranked by ratio of important to not important

<i>Ranking</i>	<i>Program</i>	<i>Ratio</i>	<i>Strength of Preference</i>
1	Warm and friendly encounters	3.6	Strong Preference
2	Quality sermons	1.8	Somewhat Strong Preference
3	Opportunities to develop personal relationships	1.4	Somewhat Strong Preference
4	Opportunities for volunteering in the community	1.2	Moderate Preference
5	Holiday programs/activities	1.2	Moderate Preference
6	Traditional worship experiences	1.1	Moderate Preference
7	Adult social activities	1.1	Moderate Preference
8	Seniors/retiree activities	1.0	Moderate Preference
9	Involvement in social causes	0.9	Moderate Preference
10	Family oriented activities	0.8	Somewhat Minimal Preference
11	Celebration of sacraments	0.8	Somewhat Minimal Preference
12	Small groups (i.e., life groups, personal interest groups)	0.8	Somewhat Minimal Preference
13	Social justice advocacy work	0.7	Somewhat Minimal Preference
14	Cultural programs (music, drama, art)	0.7	Somewhat Minimal Preference
15	Contemporary worship experiences	0.7	Somewhat Minimal Preference

# VISION



**Vision** helps to elevate the imagination of the people and causes them to see the world in new and profound ways. Scripture reminds us, “When there’s no vision, the people get out of control...” **Proverbs 29:18a (CEB)**. “If people can’t see what God is doing, they stumble all over themselves...” **Proverbs 29:18 (MSG)**.

Pg. 39-40 Book



# VISION



**NOW**  
**NEXT**  
**NEW**

# VISION - NOW



See, I am doing a new thing!  
**Now** it springs up; do you not  
perceive it? I am making a way  
in the **wilderness**  
and streams in the **wasteland**.

Isaiah 43:19 NIV

# VISION - NEXT



Re-familiarize yourself with the call of Moses from the burning bush in **Exodus 3:1-4:17**. Are there times when you, like Moses, simply wanted to stay where you were instead of listening to the voice of God? Pg. 7 Guidebook

# VISION - NEW



What are you expecting God to do in your life and church?

# VISION & MISSION STATEMENTS



## Vision

An ability to see, dream and articulate the future. Vision is not present tense but future tense.



# VISION & MISSION STATEMENTS



## Mission

An ability to articulate the steps and path that will lead to vision fulfillment. Mission is present tense that leads to future tense.

# VISION & MISSION STATEMENTS



The **vision** should be worded so that it provides guidance and inspiration. It's a forward-thinking statement that should be fulfilled in the five- to 10-year time frame

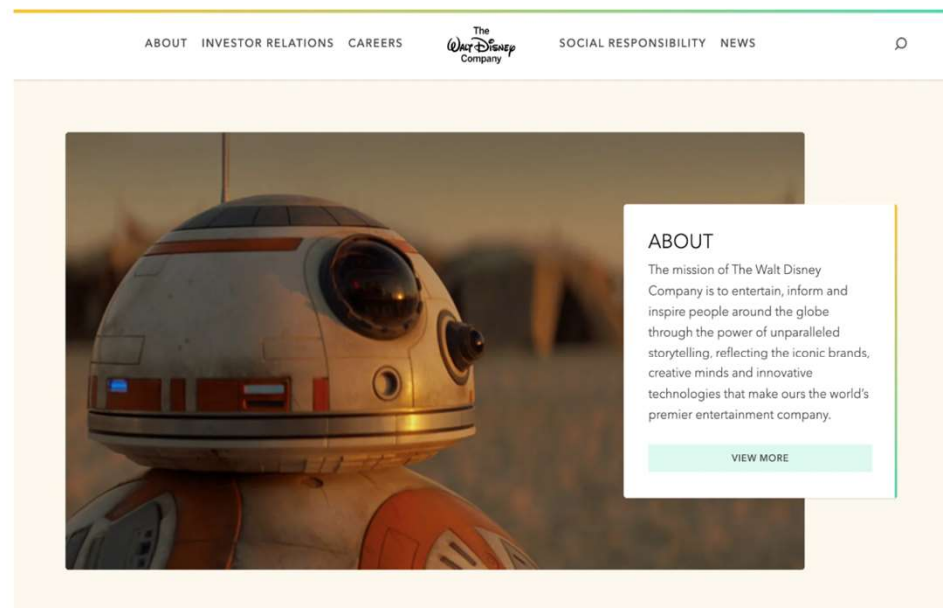
The **mission** statement describes what you do, who you do it for and the benefit that it provides.

Source: [Boardeffect.com](http://Boardeffect.com)

# VISION & MISSION STATEMENTS



## 7. Disney



**Vision statement:** To be one of the world's leading producers and providers of entertainment and information.

# VISION & MISSION STATEMENTS



STARBUCKS®  
**STORIES**  
& NEWS

[PEOPLE](#)

[PLANET](#)

[COFFEE & CRAFT](#)

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## OUR MISSION

With every cup,  
with every conversation,  
with every community—  
we nurture the limitless possibilities  
of human connection.

# VISION & MISSION STATEMENTS



## OUR VISION

*What we want to see*



**AN INCLUSIVE GATHERING OF  
PEOPLE COMMITTED TO HOLISTIC  
SALVATION AND DOING CHRIST'S  
WORK IN THE WORLD**



# VISION & MISSION STATEMENTS



**Vision Statement:** To be the light of Christ spiritually, physically, and relationally in the city of East Point and beyond.

**Mission Statement:** We exist to make disciples of Jesus Christ for the transformation of the world.

# VISION & MISSION STATEMENTS



## Our Mission

Loving ALL people  
into relationship  
with Jesus Christ

## Our Dream

*By God's grace, following the Resurrected Lord and empowered by the Holy Spirit*

We dream that with humility, courage and authenticity,  
we will worship God in multiple, dynamic venues across the Metroplex,  
baptize as an experience of God's unconditional love, engage the Bible in hundreds of classes & groups,  
become a sacred harmony of thousands of God's children, serve tens of thousands with an  
"ALL are precious in His sight" passion, and love ALL people into relationship with Jesus Christ.

## Our Vision

One diverse community that  
passionately engages the Bible,  
uplifts Jesus through  
worship and loving service,  
and challenges in love  
that which divides

# Mt. Calvary



## **Mission Statement (Mt. Calvary)**

To bring people to Jesus and membership in His family; develop them to Christ-like maturity and equip them for ministry in order to magnify God's name.

## **Church Motto (Mt. Calvary)**

"And they shall know that we are Christians by our love"

# VISION & MISSION STATEMENTS



## Questions:

- What was the original context and community of the church's vision and mission statements?
- How has Covid-19 changed the church (Positive | Negative)?
- What would you like the Mt. Calvary congregation to look like in the next 3 to 5 years considering the community information?

# Mt. Calvary



## Vision Values

1.

2.

3.



# Mt. Calvary



## Vision Words

1.

2.

3.

# Mt. Calvary



## Vision Phrases

1.

2.

3.

# Next Gathering



**Tuesday**  
**March 5<sup>th</sup>**



**Thank You!!!**