

Impacting Your World

One Goal at a Time

Five simple, one-syllable words reveal Jesus' vision in coming to earth: "I will build my church" (Matthew 16:18). These words are so plain and easy to understand. A quick look at ten or twelve common Bible translations will reveal no difference in the terms translators use to express the Lord's vision. Everything Jesus did on earth was to fulfill—or to set the stage for fulfilling—the task of global evangelism and discipleship. Each mile walked, lesson taught, message expounded, and moment spent training His disciples focused on accomplishing the vision. He has entrusted to us the responsibility of reaching the world with the life-changing gospel. *How do we accomplish this monumental task? It is done one goal at a time.* John Wanamaker said, "I may walk over the highest mountain one step at a time."

For years the Lord afforded me the tremendous privilege of leading the revival nation of El Salvador in Central America. The only year that our national church did not achieve marked growth was the year that we failed to establish goals. As I moved to the responsibility of regional leadership in Central America setting and accomplishing goals became a priority.

Now, as a global leader I challenge my office ministry team and regional leaders to expand the results of the past through setting incremental goals over a ten-year period. We often look at one, three, five, and ten year goals. Several times per year our administrative staff comes together for planning for progress sessions. Like one leader said, "If you fail to plan, you plan to fail." We make calculated goals for reaching and impacting our world. We cannot afford to fail. The weight of a waiting world is upon us. God is helping us achieve the goals that we, as a team, project. He is pleased with goal-setting because it is faith. It takes faith to sit down, look at the future, chart progress, and strive to achieve goals.

Faith is still the substance of things hoped for, and the evidence of things not seen. Without faith it is still impossible to please God. I want to be a man of faith! I believe in setting goals by faith, and working with God to see things happen. I dare to dream great things. Yet, dreaming alone will never get the job done.

Rick Pitino in *Success is a Choice* explains, "Dreams are where we want to end up. Goals are how we get there. Dreams are our vision of where we are after the struggle, the prize at the end of the journey. Goals are the individual steps we take to ultimately deserve the prize."

Charles Givens in *Superself* says, "Goals are the stepping-stones toward the realization of your dreams." He believes "running your life without goals is about as effective as attempting to drive your car from the passenger's seat." No leader should be caught driving the leadership vehicle from the back seat.

Every leader (and individual for that matter) needs to be involved in goal-setting. Being a missionary at heart my eyes are always on the map. Here are a couple of maps that you can follow in goal-setting.

MAP (Ministry Action Plan)

Ask each leader, department head, and staff member to set three to five measurable goals per year. Go over each of these goals with the staff member. Make sure they are measurable, realistic, sensible, and attainable. Have the staff member sign the list of goals, (and the leader should sign too). This MAP (Ministry Action Plan) becomes a near cousin to a job description. Evaluate progress after six months and then at the end of the year.

Your goals should provide a map for you and your staff. Here is another map.

M—Is your goal *measurable*? How will you measure success? How long will it take to accomplish this goal? Is it time related? Is it observable?

A—Is this goal *attainable*? Is the goal *agreed* upon by those involved in pursuing it?

P—Is this goal *purposeful*, relevant, realistic?

These maps (if followed) will provide directions for goal-setting success. Winston Churchill said, "There comes a special moment in everyone's life, a moment for which that person was born. When he seizes it, it is his finest hour." This is our finest hour. It is our day of opportunity. Rise up and seize it. Cast a vision. Make a plan. Set some goals. Make an impact on our world—one goal at a time.