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German Philosopher Fredrick Nietzsche said,  
*“He who has a why can endure any how.”*

Your WHY is your purpose, cause, and beliefs that inspire and drive you to do what you do. Your WHY defines your contribution and impact on the lives of others.  
“Remember, people don’t buy WHAT you do, they buy WHY you do it.” Simon Sinek

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1. What drives our church?

Why?

What do we do about it?

2. List five of our church’s core values.

How do we prove this?

Are they our core values, or are they core virtues?

How do we prove this?

3. Micah 6:8 is posted on all of our church's paperwork, website, etc.  
Why?

Do we live up to its three-fold standards through our ministries and missions?

4. What are our church's key characteristics?

Seen from within our faith community?

Seen from within our living community/ies?

5. Does our church understand, accept, encourage all forms of the Spiritual Disciplines?

Explain.

6. What are we, as our church, most afraid of?

Explain why.

How are we addressing these fears?

7. What make our church feel worthy?

Explain why.

What are we doing about it?

8. What makes our church feel vulnerable?

Explain why

What are we doing about it?

9. What impact would you like to see our church have on other people's lives.

Explain why.

What are we currently doing, or could eventually do, to achieve this?

10. Using one word sentences, how does our church want to be remembered?

Virtues?

Achievements?

Lives transformed?

# Action Verbs

Choose **three action verbs** that most appeal to you. Choose verbs that call to you and resonate with how you make a difference in this world.

Accelerate	Demonstrate	Implement	Prioritize
Accomplish	Design	Improve	Promote
Achieve	Develop	Incorporate	Protect
Act	Diagnose	Increase	Provide
Activate	Direct	Influence	Raise
Administer	Discover	Inform	Reach
Advance	Dream	Innovate	Realize
Advertise	Drive	Inspire	Reason
Advise	Educate	Integrate	Recruit
Advocate	Eliminate	Invent	Research
Affirm	Encourage	Join	Resolve
Aid	Enforce	Lead	Respect
Amplify	Engineer	Learn	Save
Analyze	Enhance	Lift	Search
Appraise	Enlighten	Listen	Serve
Approve	Enlist	Love	Simplify
Arbitrate	Ensure	Manage	Solve
Assemble	Entertain	Manifest	Streamline
Assess	Establish	Market	Strengthen
Assist	Evaluate	Maximize	Summon
Balance	Examine	Measure	Surpass
Boost	Execute	Mediate	Target
Brighten	Expand	Merge	Touch
Build	Explore	Mobilize	Train
Clarify	Express	Motivate	Transform
Coach	Facilitate	Negotiate	Translate
Communicate	Forecast	Nurture	Travel
Compose	Formulate	Open	Uncover
Connect	Foster	Orchestrate	Unify
Construct	Fulfill	Organize	Unite
Convey	Gather	Overcome	Validate
Convince	Generate	Perform	Verbalize
Counsel	Guide	Persuade	Verify
Create	Help	Photograph	Worship
Cultivate	Identify	Praise	Write
Defend	Illuminate	Present	
Define	Illustrate	Prevent	
Deliver	Imagine	Print	