



Westlife Strategy Proposal

Elder Approved: August 2016

Overview

In the fall of 2015, during our Fall Elders and Staff Retreat, our leadership refocused on where we want to go – creating our ***Vision Focus Statements***. As there was some confusion as to what was meant by each of the phrases used, we sought to put clarity to our vision. With the vision clarified, we then moved to strategy, determining HOW God desires us to get there. As a result, the following is humbly presented to you as together we journey to **Know God, Be Like Jesus** and **Change the World**.

Summary

Westlife will partner with the Holy Spirit to **Know God, Be Like Jesus** and **Change the World** as we **Encounter God, Engage in a Westlife Community, Equip for Mission** and **Empower for Mission** in a way that is Simple, Scalable and Spirit-Empowered.

We desire to be a church that is passionate about Jesus, empowered by the Holy Spirit and relentless about mission. In our desire to be an outward-mission-focused church, we are committed to the truth that all followers of Jesus are called into God's mission. This calling is not just something the church as an organization does but something we all are called to do through all of our lives. In other words, we desire to be a church where all believers are not just ministers but also missionaries - on mission with Jesus, bringing hope and love through Christ into our contexts, relationships and situations.

The Where - A Refocused Vision

As we move forward, we believe God has given us a unique vision for where God is calling us to go as a church: **To Know God**, **Be Like Jesus** and **Change the World**. The following is an explanation of what we mean by each phrase in our vision statement:

Know God

At Westlife, we believe God desires us to fully know Him relationally and intellectually. Therefore:

- We will regularly and intentionally introduce people to Jesus and equip them for a personal relationship with Him.
- We will present, through testimony and biblical teaching, an accurate picture of God that calls people to devoted and surrendered lives.
- We will intentionally create and allow for environments and moments that catalyze relational communion with God.

Be Like Jesus

At Westlife, we believe we are called to be like Jesus and that it is only possible when we are filled with the Holy Spirit. Therefore:

- We will teach about the person and work of the Holy Spirit.
- We will call people to repentance and to be filled and transformed by the Holy Spirit, enabling them to be like Jesus.
- We will discern and teach people what it means to be like Jesus in every arena of life, all the time (church, family, work and play).

Change the World

At Westlife, we believe we are called to fully and passionately engage in the mission of God. Therefore:

- We will commit to learning to pray regularly that God's kingdom expands in our world.
- With Holy Spirit's guidance and initiative, we will prayerfully, strategically and intentionally utilize our full gifting, resources and connections as a church.
- We will be ministers of reconciliation who proactively discern areas of brokenness and seek methods to address them in our community, city, country and world.
- We will go and make Jesus known to the nations.

The How - Strategy

As we move towards our vision, we sense a move to a simple, scalable and spirit-empowered strategy that is defined by the following pathway:

*****Prayer*****

Encounter God → Engage in a Westlife Community → Equip for Mission → Empower for Mission

*****Prayer*****

Encounter God

Our weekly Sunday morning services provide a unique opportunity for people to worship and learn about God through His Word in a way that is engaging, creative and relevant to daily life. We desire to not entertain, but rather facilitate a Holy Spirit-empowered worship and preaching experience that leads to response and mission.

★ Point Staff Member(s): Jordan Abbott

★ Next Steps

- Create online opportunities for engagement and response to our Sunday Mornings through our website, video, social media, etc.
- Increase the use of music, drama, videos and other creative elements - increasingly created by our own community and unleashing the gifts of our church.
- Intentionally and regularly use testimonies and personal stories as a part of our worship services.
- Transition to a model for newcomers that intentionally harnesses hospitality, making people feel welcome and moving them to “Engage in a Westlife Community” as their next step..
- Sanctuary and Children’s Ministry upgrades to facilitate increased creativity and efficiency. This would include lighting, video, and aesthetics upgrades.
- Experiment with varying styles of preaching/teaching and worship to increase congregational participation and actively give freedom for the Holy Spirit to lead and take control.
- An intentional focus on seeing the congregation as active participators of worship rather than passive consumers of worship.
- Increased space/time for prayer as part of Encountering God.
- In addition to Sunday mornings, provide opportunities where Encountering God is a focus such as Ignite prayer and worship events.

★ Consider

- How can I enter Sunday mornings as a greater participant in what God wants to do in my life and in the lives of others?

- How can I be increasingly more welcoming and hospitable to others?
- How can I use my gifts and/or creativity to serve the church?
- ★ Respond
 - Meet and get to know one new person each Sunday.
 - Submit a new area to give over to God each Sunday.
 - Talk to a ministry leader or pastor about serving in an area of interest, passion and/or gifting.

Engage in a Westlife Community

Biblically and fundamentally, we are invited and called to live in Christian community. We will never be fully devoted followers of Jesus unless we are living in Christian community with others. We will make the bold call of our people to *Engage in a Westlife Community* in some way and we want to bring our primary discipleship model under this umbrella.

Westlife Communities exist in multiple times and sizes but they will all exist to engage with God through the study of the Bible, through intentional prayer and through each other in community (meeting at least twice a month). We desire all our Westlife Communities to be Acts 2:42-47 communities. This would include all our regular small groups, 3D's, Men's and Women's groups, etc. This is the primary means of discipleship at Westlife and will form the context for our congregational care strategy and integration of newcomers.

★ Point Staff Member(s): Jordan Abbott

★ Next Steps

- Create an Engage Leadership Team containing three Westlife Community Leaders.
 - Amalgamate all our existing groups (Life Communities, 3Ds, Men/Women's ministries) into one cohesive and consistent discipleship model called "Westlife Communities."
 - Consider and help assist the formation of groups for people who do not fit in the typical mode of small groups.
 - Provide regular training for our Westlife Community Leaders.
 - Create a Westlife Community Leader recruitment and reproduction strategy.
 - Westlife Communities will be the front line for facilitating congregational care and integrating newcomers. Therefore, it is key to create, clearly communicate and implement a new congregational care strategy that works through Westlife Communities.
 - As Westlife Communities will increasingly become the entry point to new people at Westlife, we will intentionally exercise biblical hospitality and harness it to build a true and committed community.
- ★ Consider
- Am I in a Westlife Community?

★ Respond

- If not, talk to Pastor Jordan today about joining a small group, 3D group, or attending the men's and women's ministry.
- If so, how can I become more authentic, accountable, hospitable and committed in my Westlife Community?

Equip for Mission

In addition to discipleship through Westlife Communities, we see a need for a teaching venue that progressively equips the believer to serve Jesus faithfully and, by the power of the Holy Spirit, grow to become sanctified followers of Jesus on mission. We want to equip all followers of Jesus to be effectively and passionately on mission in the church, in their communities and in our world. This is not simply about helping believers know more but moving that knowledge into application and action (James 1:22). Doing is a key part of learning. Mission and discipleship are inseparably linked.

Distinct from "Westlife Communities," Equip allows for individuals, at key parts in their journey, to receive the equipping they need for their next step in discipleship and mission.

To move in this direction, Equip will be sessional, taking advantage of three primary delivery methods; live in-class teaching, video lectures/pre-recorded content and a bi-weekly audio podcast.

Sessions will be hosted at varying times according to the schedule (not exclusively Sunday morning). Each session will be facilitated by the Equip Team. The Team will engage instructors from both within and outside of the Westlife community.

Equip will be the established delivery platform for Westlife Community leader training.

★ Point Staff Member(s): Luke Schwanke

★ Next Steps

- Create an Equip Leadership Team.
- Create a multi-year equipping plan that would see key equipping topics taught by key individuals from inside and outside of Westlife. This plan will encompass topics relevant to maturing believers at all points in their walk with Jesus.
- Generate Westlife original content that draws people into the church vision.
 - Live sessional teaching in a variety of lengths, formats and venues.
 - Regular audio/video podcasts relevant to propelling mission, vision and fostering community.
- Devise the accessible online infrastructure that will host all Equip content at westlifechurch.ca. Formulate and purchase a comprehensive video/audio recording solution that is cost effective, high quality, versatile for growing

future needs, maximally simplified and beneficial to the broader ministries of Westlife (multipurpose).

- Work with the library leadership to see their mission intersect with Equip - integrating the Library's resources with the strategic plan.

★ Consider

- How can I actively continue to grow and learn to be more involved in God's mission within my life, church, community and world?
- Do I know my Spiritual Gifts and God's calling on my life? Am I actively pursuing it through the church in ministry and in my community on mission?
- Where is God calling me to grow and am I actively seeking resources to be equipped to do what, and where, God is leading me?

★ Respond

- Consider attending one of our Equip learning options or watching a previous one online.
- Subscribe and listen to our new Equip Podcast.
- Check out and visit our Church Library.

Empower for Mission

We desire to see every person at Westlife involved in God's mission in their life, church, community and world. This will mean a deep culture change at Westlife where our leadership (including our pastors) are increasingly seen, evaluated and lead as empowerers of ministry and mission rather than doers of ministry and mission (Ephesians 4:12). We see a day when Westlife would be known as a church that empowers their people for mission in our church, in our communities and around the world (Acts 1:8).

★ Point Staff Member(s): Bryce Ashlin-Mayo and Kara Bryans-Yu

★ Next Steps

- Intentionally focus on increasing our sending capacity (people involved in mission) rather than a focus on our seating capacity (church attendance).
- Identify and work with key volunteers to propel this forward.
- Clearly and consistently communicate our Vision and Strategy to our people so we can clearly ask people to lead and they know where we are going.
- Create a culture of empowerment for how our staff lead and are evaluated.
- Create a missional culture where people begin to embrace their call to be missionaries in their local context.
- Help the congregation discover their gifts, mission and ministry, and helping them get involved and creating an inventory of ministry and mission opportunities (for use by individuals and Westlife Communities).
- Create a **Pastoral Residency Program**.
- Create a **West Calgary Mission Empowerment Strategy** that would seek to proactively engage in God's mission in West Calgary.

- Create a **Global Mission Empowerment Strategy** that would seek to proactively inspire our people to relationally enter God's global mission.
- ★ Consider
 - How am I serving in the Church? How am I on mission in my community? How am I personally participating in God's global mission?
 - What would it mean for me to be empowered to use my talents, resources and gifts to pursue God's mission in church, my community and the world?
- ★ Respond
 - Talk to a ministry leader or pastor about serving in Church in an area of passion, giftedness and need.
 - Get involved in your local community serving with others.
 - Begin to pray about our global work overseas and ask God how you can participate in it.

Notes

- ★ An integrated prayer model is a vital part of this process and seen as encompassing everything we do as a church.
- ★ This strategy is largely focused on adults but we would see the framework (*Encountering God, Engaging in a Westlife Community, Equipping for Mission and Empowering for Ministry*) contextualized and consistent between all ages at Westlife (children and youth).
- ★ We desire our strategy to be clear, concise and extremely simple. We desire that everyone at Westlife would know our HOW and be able to explain it to someone in an elevator (30 secs) making our call to people clear, simple and consistent.
- ★ We dream of Westlife being a place of radical equipping and empowering, seeing the pastoral role as such. We dream of Westlife leading our denomination in a renewal of empowered leadership within our congregation and beyond.
- ★ This is not an attractional strategy; instead, it is intentionally and fundamentally missional – seeing our role as equippers and empowerers for mission.
- ★ Pastoral Residency - Westlife is positioned to have a unique role in the lives and ministry of future pastors. A Pastoral Residency program at Westlife that would invest and prepare future pastors. This would eventually see a part-time Pastoral Resident paired with our Full-Time Pastors, investing in future pastors but also helping to propel our vision and strategy forward by adding to our staff team. This would be a separately funded model, championed by some kingdom investors at Westlife. Bryce is currently working with Rob Macdonald on this and will present a formal proposal for this initiative in the future.

- ★ There are Building Committee related implications here that will involve a capital investment (sanctuary lighting/video, children ministry aesthetic upgrades, etc.). This will be part of a plan and proposal created by the Building Committee.

Next Steps

- ★ Step 1: Revise this plan until we have a workable model. (Complete)
- ★ Step 2: Create a condensed version of this document for congregational vision/strategy sharing. (Complete)
- ★ Step 3: Begin to strategically and intentionally share this with key leaders and stakeholders (make it the least kept secret at Westlife) gathering feedback for potential fine-tuning. (Complete)
- ★ Step 4: Create and approve a final version for implementation. (August 2016)
- ★ Step 5: Communicate it to our people (Fall 2016) repeatedly. (October 2016)
- ★ Step 6: Create *Ministry Action Plans* - This step takes the strategy and moves it to action with S.M.A.R.T. goals the staff and their teams create and are held accountable to (November 2017)
- ★ Step 7: Implement (January 2017)
- ★ Step 8: Evaluate (June 2017)