



CONTENT MODULE SUMMARY SHEET

Non-Negotiable Core Values (Pt. 1)**INTRODUCTION**

Our core values are the things we do in an organization that represent who we are at our best. Put simply by Seth Goden, "People like us, do things like this." Too often are the vision statement, mission statement, and values of an organization conflated. Dr. Ike Reighard, CEO of MUST Ministries and former executive VP of HomeBanc Mortgage Corp., joins us to distinguish these three tools. We highlight the importance of vision, mission, and value in the first part of this two-part series on core values.

SCRIPTURE

"For I have come down from heaven not to do my will but to do the will of him who sent me."

— John 6:38

"For the Son of Man came to seek and to save the lost."

— Luke 19:10

CONTENT OUTLINE**Vision Statement**

- An effective vision statement is
 - aspirational
 - inspiring
 - challenging
- Ask yourself:
 - If my organization were to achieve all of its strategic goals, what would it look like 10 years from now?*

Mission Statement

- What you do every day to achieve your vision
- Explains your organization's reason for existence

Jesus as a Leader

- Vision Statement: *I've come to do the will of my father who sent me*
- Mission Statement: *I've come to seek and to save those which are lost*
- Core Values: kindness, integrity

Value Statement

- If you can't uphold the values, don't establish them
- Creates a non-negotiable standard to be upheld within and without the workplace
- Attaching an "Action Statement" can help define your chosen values

DISCUSSION QUESTIONS

1. Do you make it a point to keep both work and home values congruent?
Do you believe your employees do?
2. What is the essence of your
vision statement
mission statement
value statement
3. Are your values clear enough to be uniformly understood among all of your employees?
4. How do you let your team know and easily recall your core values?

ABOUT THE PRESENTER

As President and CEO of MUST Ministries, Ike Reighard serves almost 38,617 people a year struggling in poverty. By combining business experience with ministry he is transforming communities through serving others. The Atlanta Business Chronicle has recently named him as one of the 50 CEO's of Who's Who in Atlanta Non-Profits.

Ike is also senior pastor at Piedmont Church. Since 2005, he has guided the building of membership and service to a high and sustainable level. He continues to minister and maintain a strong relationship with his church.

In the corporate arena, Ike served as Executive Vice President, Chief People Officer and originator of The

Office of People and Culture for HomeBanc Mortgage Corporation from 2000 until 2007. HomeBanc was selected and benchmarked in FORTUNE Magazine's list of the "100 Best Places to Work in America" by the Great Places to Work Institute of San Francisco.

Ike has co-authored two popular daily inspirational books, "Success Insights" and "Daily Insights", with Zig Ziglar for Tyndale House Publishing. He is also the author of "Treasures from The Dark", "Discovering Your North Star" and "Discovering Your North Star Journal" and is contributing author to "Human Capital Management Strategies." You can contact him at ireighard@mustministries.org.