

# The Missional Value of Being Constant

It is one thing to have a mission and quite another to have a missional lens, where all activity is viewed through the lens of that mission, where all decision-making is filtered through the lens of the mission. It is one thing to have a mission hanging on the wall and another to work hard to align activity to that mission.

At the beginning of each calendar year, I remind our team of our mission and values, our identity that is beneath all the activity. I know the reminders are redundant, but redundancy is important in communication of mission and values. I recently met with all the managers and directors of the Resources Division at LifeWay, the division I am responsible to lead. We have nearly 650 employees in the division, and they all report to the leaders who were in that room. For five years we have lived with the same mission and values and have seen the impact on the culture of being crystal clear about our identity. [As I shared recently](#), we have been intentional about driving mission and values into our culture. I asked our team about the impact of living with the same mission and values for a sustained season, and we identified many wins, including:

## 1. Attracting the right players

If mission and values are not part of the hiring process, you don't *really* have a mission and values. You merely have a statement on a website or a brochure. When you really have a mission, it becomes central in recruiting. And because it is central, the wrong players are more likely to be filtered out and the right players, those already aligned, are more likely to surface.

## 2. Mutual accountability

When mission and values are really in a culture, the leaders are not the only ones holding people accountable. The whole team views the work through the lens of the mission and the values, and the culture holds people accountable. People remind each other of the values, and violations are called out because people want to protect the culture they love.

## 3. Increased enthusiasm

When tasks are viewed through the lens of mission, the enthusiasm that drives the execution increases. On the contrary, when people don't see how tasks they are fulfilling are connected to a grand mission, the tasks feel more mundane and less meaningful.

## 4. Unity around mission

There is strength in a diverse team, particularly when the people are united around a mission that transcends the differences. People can only unite around a mission and values when they are continually made clear.

It is challenging to live with the same mission and values over a sustained period of time as we

can so easily drift from rooting our activity in our identity. But doing so is well worth it.

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Learn more about the importance of viewing everything through your mission lens. [Connect with an Auxano Navigator today.](#)

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