

# CHURCH UNIQUE

Vision co::Lab



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## VISION

*“God’s creative genius is endless.  
He never, fatigued and unable  
to maintain the rigors  
of creativity, resorts to  
mass-producing copies.”*

*Eugene Peterson*

At the dawn of the post-Christian era, there is no right way to “do church.” The church growth movement’s five-decade run has reached its end. Past approaches to strategic planning are becoming taboo (for good reason). Church conferences have reached their prime having saturated the church landscape with photocopied vision from the granddaddy megas that have become today’s “giga-churches.”

Many are quick to use the word “vision.” But vision has become the most overstated and under-practiced word in the church leader’s lexicon. While most of the 350,000 churches in America exist in a vision vacuum, there is a movement among leaders who are looking for an alternative to traditional approaches of planning – a way to lead with vision clarity.

What if you could be trained and equipped to guide your team to discover your church’s unique calling? What if you could develop a framework for clarity? What if you could learn practices that would help you deliver your vision daily?

The Church Unique “Vision co::Lab” is designed to help you do just that.



*“We need to rethink what it means to be visionary, to see it in a different light. Once vision is assessed and reestablished, missional leaders can break the mold, one church at a time, by leading their people into God’s unparalleled future for their church.”*

*Church Unique*

The idea was birthed out of Auxano’s services that provide on-site consulting for churches in the area of vision clarity. With the release of Church Unique, church leaders across the country expressed an interest in Auxano’s approach. In response to numerous requests for guidance, and driven by our value of Contagious Passion for the Bride of Christ, we created a new consulting service – The Vision co::Lab. The co::Labs are designed to provide accessibility to coaching for smaller or financially restricted churches. The Vision co::Lab provides coaching and training on Church Unique principles necessary for a pastor to lead their own church through the process at an affordable rate. Additionally, the format encourages church pastors to collaborate and journey through the process together.





## PURPOSE

*“Church Unique is an  
impressive blueprint for  
organizational renewal.”*

*Alan Hirsch*

The purpose of the Vision co::Lab is to train and equip church leaders to assess, articulate and align their church around a clear vision.



RECAST YOUR VISION



DISCOVER YOUR KINGDOM CONCEPT



DEVELOP YOUR VISION FRAME



DISCERN YOUR VISION PROPER



DELIVER YOUR VISION DAILY





## HISTORY OF CHURCH UNIQUE

*“Church Unique has the potential to unseat Rick Warren’s Purpose Driven Church in popularity.”*

*Library Journal*

Will Mancini is the founder of Auxano, a leading firm in the area of vision clarity for churches and faith-based organizations. Will’s unique background blends the disciplines of engineering, marketing, and pastoral leadership into an onsite, extended, “process-experience” for leadership teams, through which the teams discover and articulate an unprecedented level of clarity. The process is called “The Vision Pathway.”

The R&D period of process design occurred between 2001 and 2003 during which time Will led the national ministry marketing firm, John Manlove Marketing and Communications. This season immediately followed four years as an executive level pastor at Clear Creek Community Church – a time during which the church grew from 500 to 2500 in weekend attendance. Will also published his first book during this season- Building Leaders, co-authored with Aubrey Malphurs. Between 2004 and 2007, the Vision Pathway gained increased awareness on a national level through the launch of Auxano, a firm that serves an unusually large bandwidth of churches, including leading congregations in Baptist, Methodist, Lutheran, Presbyterian, Bible Church and Non-denominational arenas and notable pastors, Chuck Swindoll, and Max Lucado.



*“Church Unique is the  
missing link to all the  
chatter on church strategy.”*

*Max Lucado*

As a result of The Vision Pathway’s demonstrated performance, Leadership Network and Jossey-Bass published Will’s second book in 2008, Church Unique. The book brings a compelling examination of the “vision-clarity vacuum” in the church today and overviews the principles and practices of walking The Vision Pathway. Within seven months of the book’s release:

- A review from the Library Journal cites that, “Church Unique has the potential to unseat Rick Warren’s Purpose Driven Church in popularity.”
- Warren Bird expressed that Church Unique will be the new go-to book on vision.
- Upward Unlimited purchased over 2000 copies to distribute to their church network as a gift. Upward had previously benefited from the Vision Pathway as an Auxano client.
- Church Unique was listed as a top-ten book to read in Leadership Journal’s “Golden Canon,” along with authors, Tim Keller, Bill Hybels, Eugene Peterson, N.T. Wright and D.A. Carson.



## VALUE AND BENEFITS

*It is from the Vision Frame that leaders will have the confidence that there is no better way to articulate the identity and direction of the church.*

- ❑ **Become part of a learning community as you are trained and equipped to take your church through the Vision Pathway**
- ❑ **Develop a deeper understanding of the principles of Church Unique**
- ❑ **Be trained by an Auxano navigator who will share best practices and tools for developing your unique vision**
- ❑ **The Vision co::Lab strategy highlights four compelling features:**
  - A coaching price point at a fraction of the cost of an onsite consulting process
  - A community connection and interactive blog for shared learning
  - The opportunity to expose up to three other church leaders (from your church) to the coaching dynamic
  - An opportunity to “add-on” additional Auxano services including team building, congregational surveys, brand development and vision driven capital campaigns





## APPROACH

*Your church will  
experience the dynamic  
of strategic unity.*

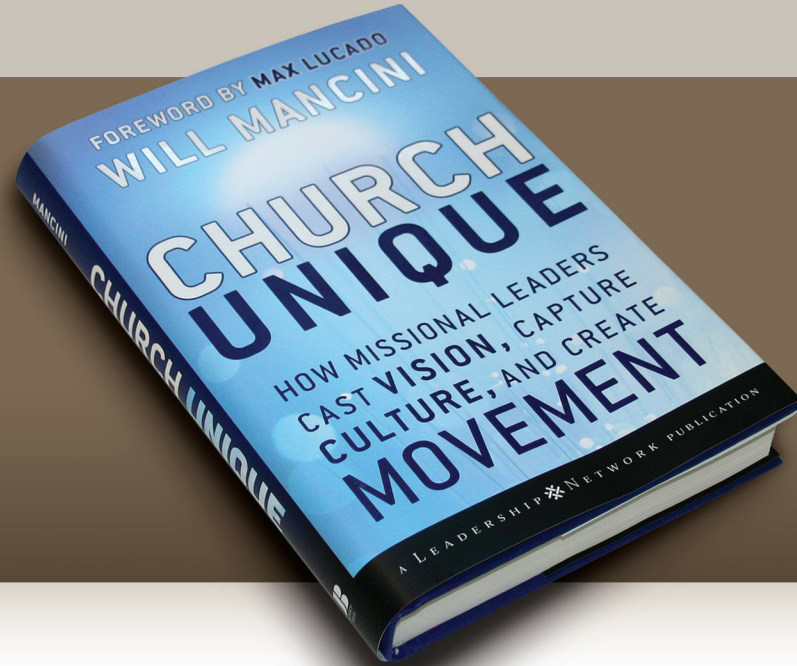
**“Vision co:Labs”** are invite-only communities that have birthed out of our desire to serve more churches. Invited churches have all expressed an interest in applying the principles found in Church Unique. The Vision co:Labs are designed to equip leaders to take his or her church through the Vision Pathway.

The purpose of the community is to take your church through the Vision Pathway NOT with an Auxano navigator onsite for 9 months, but to coach you to take your leaders through it over the next 9 months. The coaching process will occur in your region through 6 half-day sessions.

In addition to the primary components of the Vision Frame, the process will provide coaching on:

- Integration Model
- Visual Vision
- Identifying Growth Challenges
- Training for the ongoing process of visioning and planning based on the Vision Frame

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