

## **Purpose, Core Values, and Strategy**

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The following is  
Chapter Three of what  
West Sound Community Church  
refers to as The Why Seminar.

The Why Seminar is a complete treatment of  
West Sound's purpose, doctrinal positions, and  
philosophy of ministry.

## Purpose, Core Values and Strategies for Effective Church Ministry

### Once again, what is the Purpose for why West Sound exists?

From the beginning it has been our hope that God would be honored through our existence. We hope and pray that we will always bring him glory by running everything we do through the grid of our purpose statement...

*West Sound Community Church  
exists to produce fully devoted  
followers of Jesus Christ from  
unchurched, unbelieving people.*

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### What are the Core Values that Guide our Purpose?

**First**, a church must be Christ-centered and people-oriented not program directed.

Our focus is on obeying Jesus Christ and thereby meeting the needs of people. Therefore, we emphasize relationships because people matter to God. WSCC starts with people's needs and then develops programs to meet those needs. WSCC is people driven not program driven.

**Second**, seekers and believers have different needs.

Individuals who have not accepted Jesus Christ as their Savior do not understand Christian terminology. They are often reluctant to attend church services, and when they do attend they come with little or no knowledge of basic Christian principles. It is imperative that they are ministered to on a level they can understand. West sound Community Church provides a service that has been designed specifically to meet the needs of the seeker.

We also recognize the needs of the believer. Therefore, we provide services, small group Bible studies, and discipleship



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classes designed to meet the needs of the maturing Christian.

**Third**, individual Christian growth is a process.

Theologically, it is recognized that there usually is a moment in time when an individual is birthed into the family of God through a commitment to the person and work of Jesus Christ. Practically, however, this event occurs after a process of examining, considering, evaluating, and weighing the claims of the Christian faith. The point of conversion is not the end of the process, but rather the line between the journey to faith and the process of maturity in that new faith. As a result, West Sound Community Church actually chooses to be process-oriented rather than event-driven.

**Fourth**, believers are responsible to share their faith.

While only a small group of believers may have the spiritual gift of evangelism and feel called to go out into the world and preach the gospel, it is the responsibility of all believers to reach out to individuals who are within their circles of influence and share with them the fact that a relationship with Jesus Christ is a life-changing experience.

The effectiveness of the church in reaching the unchurched is dramatically increased when we are able to mobilize the 95% of the believers who are not gifted as evangelists. We are able to mobilize these believers when we assist them in their evangelism efforts. West Sound Community Church supplements the believers' evangelism efforts by providing a service designed to communicate the message of Christ to their friends with relevance, creativity and with a contemporary style.

**Fifth**, every believer is a gifted minister.

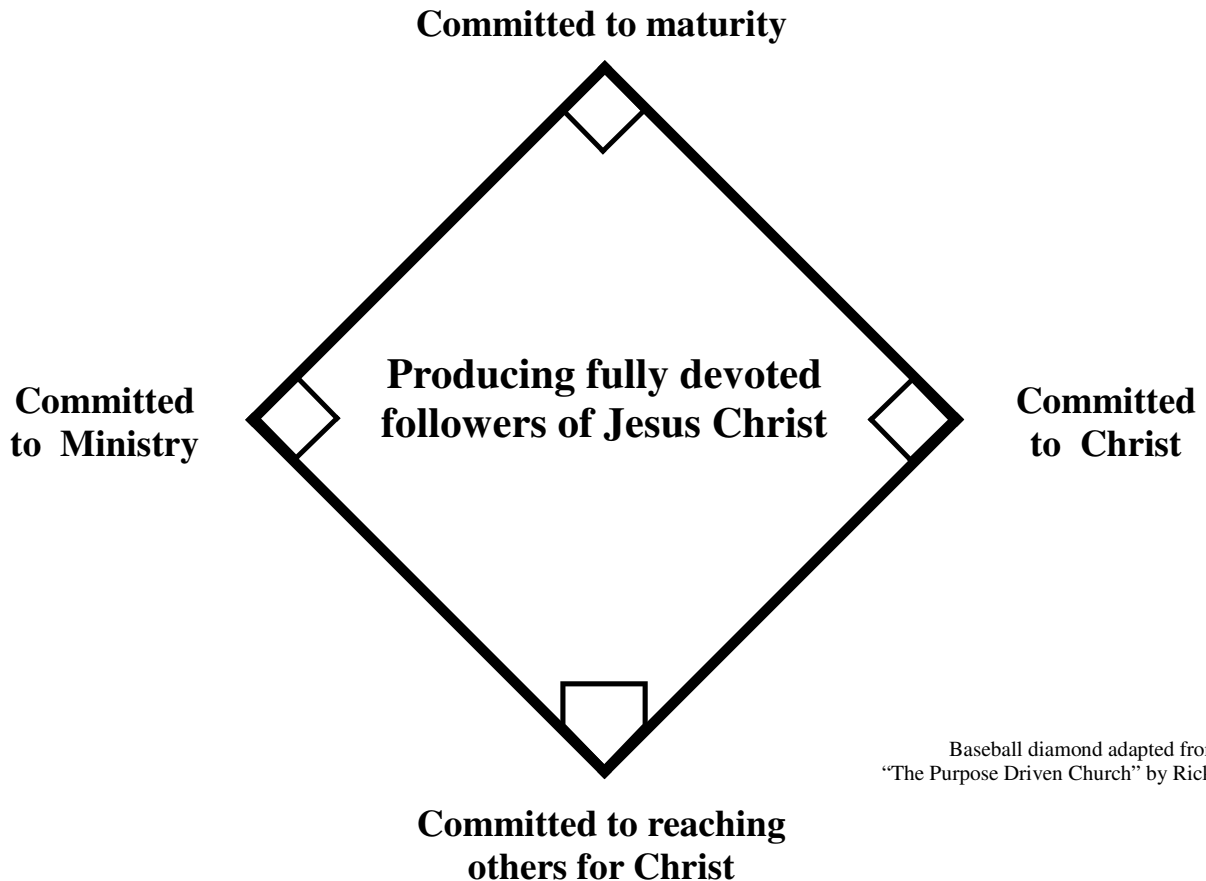
Recognizing that every believer is gifted by God to be a vital part of the equipping and maturing of the body of Christ, West Sound Community Church attempts to mobilize the body in service and ministry. This is accomplished by challenging people to put on the mantle of leadership and implementation of their spiritual gifts (s).

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## What is the Strategy that Implements our Purpose?

The uniqueness of WSCC lies in the Strategy that has been developed to bring unchurched, non-believing people through a discipleship process in order for them to become fully devoted followers of Christ.

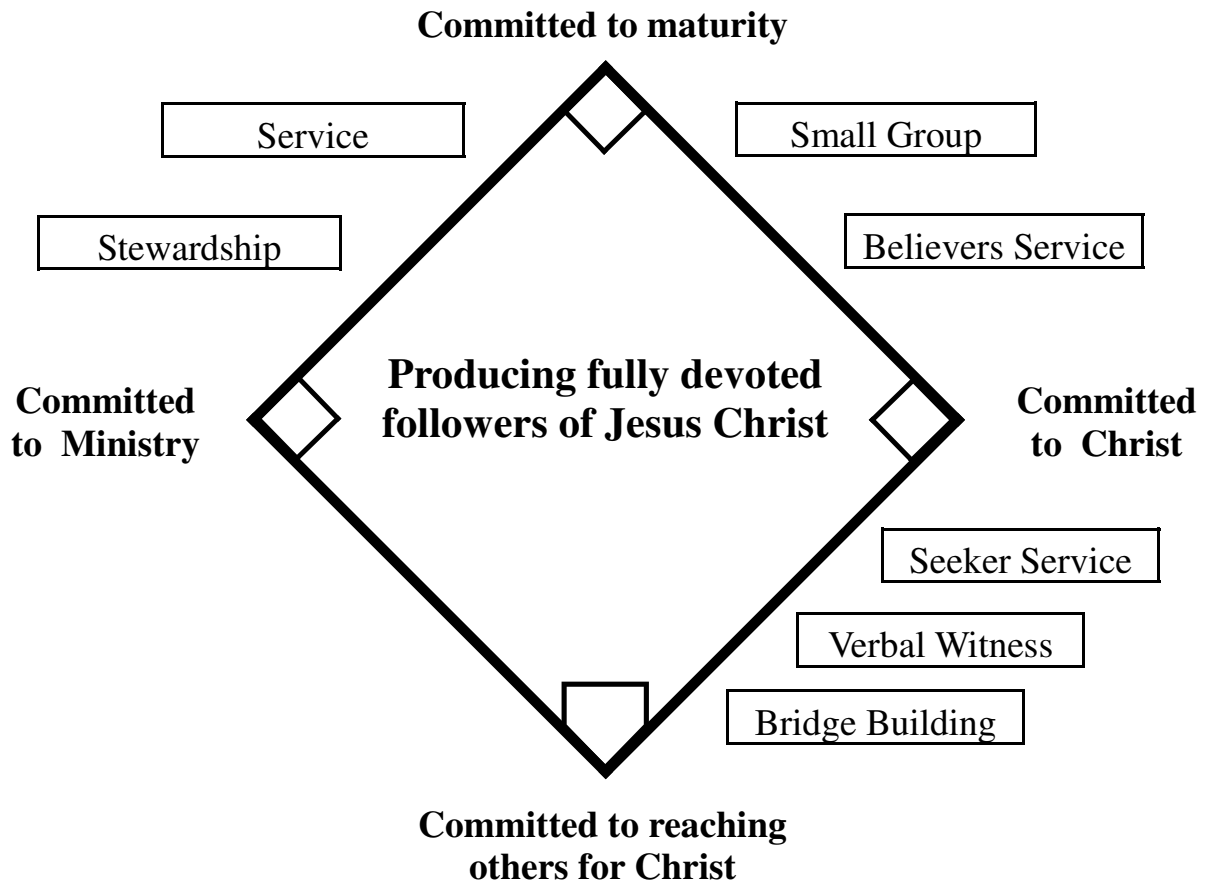
We can conceptualize this process by referring to a baseball diamond. A person has to reach first base, then second and third before he or she finally makes it home. We can think of first base as one's initial commitment to Christ; second base as one's commitment to Christian maturity; third base as one's commitment to ministry; and home as one's commitment to reaching others for Christ. We could say, then, that when a person — or the church — scores it is fulfilling its purpose of honoring God by producing fully devoted followers of Jesus Christ.



Baseball diamond adapted from "The Purpose Driven Church" by Rick Warren.

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However, everyone knows that scoring requires certain skills. At West Sound we refer to those skills as our Seven Steps. They look like this....



## **Bridge Building**

Bringing the unchurched into the vital life of the church will only be accomplished when believers, saved people who love Christ and are convinced that people matter to God, build relationships of integrity with unchurched individuals.

Every believer attending West Sound Community Church is strongly challenged to build a relationship of integrity with unchurched friends. Despite what we would like to believe, the unchurched are effectively insulated from Christianity. Kitsap Ken and Katy do not listen to Christian radio, their lives are not touched by bumper sticker evangelism, and they do not have any

intentions of visiting a church. Any Christian literature that arrives in the mail box is usually filed quickly in the garbage. The only real avenue open for reaching them is through the development of a relationship of integrity with a believer

### **Sharing a Verbal Witness**

Once a relationship of integrity has been established, believers will have opportunities to share their testimony with Kitsap Ken or Katy. These opportunities are directly linked to the believer seeking God for those moments, after establishing a credible friendship with an unchurched individual.

Most unchurched individuals who hear about a believer's relationship with Christ will not immediately respond with a decision to establish a similar relationship. It's at this point that believers need a place to bring their unchurched friends so that they will continue to be challenged, in a relevant, creative and contemporary way, to consider the claims of Christ.

### **Providing a Service for Seekers**

The typical response to hearing about Christ and the life-changing effect He has in an individual's life is a minimal expression of interest. West Sound strives to nurture this interest through the seeker sensitive services given on the weekends. The services are designed for people who are in the process of making a decision for Christ or evaluating Christianity, and for those who have recently committed their lives to Him.

The weekend services are intended to supplement the evangelistic effort's made by members of the body as they build relationships with Kitsap Ken and Katy. These services communicate the message of Jesus Christ to those unfamiliar with it. To accomplish this, the message needs to be presented in such a way that unchurched individuals understand and relate to what is being said, and, therefore, want to learn more.

The radical, life-changing message of Christ, disconcerting to unchurched individuals in their present lifestyle, needs to be communicated in a safe environment. For this reason, it is important that unchurched individuals not be threatened by the surroundings in which they hear the message.

Beyond relevance, creativity and contemporary content, the seeker needs to have the opportunity to seek "from the shadows" and not be embarrassed by being singled out. Anonymity

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provides the seeker the chance to sort things out without being pressured to sing anything, sign anything, give anything or say anything. To do this, the seeker needs time to evaluate and consider the cost of Christianity. A seeker is not going to change his life pattern after a twenty or thirty minute message. He needs to think it over carefully before committing his life to that message.

If we are going to capture Kitsap Ken and Katy's attention, it is imperative that we speak to them, verbally as well as nonverbally, with excellence. Ken and Katy are looking for any excuse to discredit the message. If they sense that we are careless and unconcerned about how we communicate the message, their perception will be that the message is not that important.

Leaders at West Sound believe that once a seeker has spent time listening to God's Word, observing God's people, and being around the work of God as it is executed through believers, he will discover through the conviction of the Holy Spirit his need for a personal relationship with Jesus Christ.

## **Attending the "Time Out" Service**

Once someone has accepted Jesus as his Savior and has been attending the weekend service for a period of time, he is encouraged to become involved in the midweek believers' service. This service provides believers with an opportunity to participate in corporate worship and to listen to expository teaching designed to mature the believer. This service is imperative for those who are committed to becoming fully devoted followers of Christ.

## **Participating in a Small Group**

Believers who are involved in our believers services are also encouraged to take the next step in their Christian walk by participating in a small group. Small group involvement provides fellowship for the believer as well as group accountability, discipleship, encouragement and support.

## **Involved in Service**

Believers who consider West Sound Community Church their home church are encouraged to discover their spiritual gift, develop them and then use them in some form of Christian service within the body of Christ. Without the identification, development and use of their God-given gift, believers will not

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experience their spiritual potential

## Committed to Stewardship

Believers need to be educated in the area of money management and to recognize their individual responsibility to manage their money in a God-glorifying manner. Believers must learn how to reject indebtedness, stop coveting material goods, live within their means, be gracious with their possessions, share with those who are in need, and give generously to the Lords' work. It is important that every believer recognize that stewardship is a form of discipleship and that giving is a form of worship. We will take up this subject in greater detail when we come to chapter 6: Financial Support for Effective Church Ministry.

The beginning again of the reproduction cycle is the natural result of bringing Kitsap Ken and Katy full circle into the vital life of the body of Christ. With the desire, training and encouragement to build bridges with their unchurched friends, Kitsap Ken and Katy, now believers, have become evangelists within their own circles of influence.



Can you list all seven?

Give it a try without going back over the notes.

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2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_

Now — even if you got them all the first time — go back over the notes and list them again.

1. \_\_\_\_\_
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