

Peter Greer

The Cost of Mission Drift

Fifty⁵⁴Four
THE CAPACITY COLLECTIVE

Live Learning

What does FiftyFour do?

We guide non-profit
organisations on their
learning journey towards
their full potential.



Presenter

Peter Greer

CEO and President of Hope International

Related Courses

The causes and reality of mission drift

A tale of two missions



The screenshot shows the Fifty54Four website interface. At the top, the logo "Fifty54Four THE CAPACITY COLLECTIVE" is visible. Below it, a navigation bar includes "Welcome, Nina", "My Courses", "Recommended", "All Resources" (highlighted with a red box), "Bookmarks", and "Discussi". The main content area features a circular diagram with 9 segments, each representing a dimension: 1. Leadership, 2. Mission & Vision, 3. People, 4. Communication & Identity, 5. Governance & Oversight, 6. Operations & Finance, 7. Impact Management, 8. Governance & Oversight, and 9. Leadership. The text "Courses & Resources" is displayed, along with a description: "We've identified 9 dimensions, each complemented by a diverse collection of resources. Dive in by clicking on a dimension to understand its importance and explore the associated resources." Below the diagram, a navigation bar includes "Home", "About us", "Learn" (highlighted with a red box), "MY DASHBOARD", and "English" (with a dropdown arrow). A dropdown menu under "Learn" lists "Courses", "Events", and "Assessment".

Mission & Vision



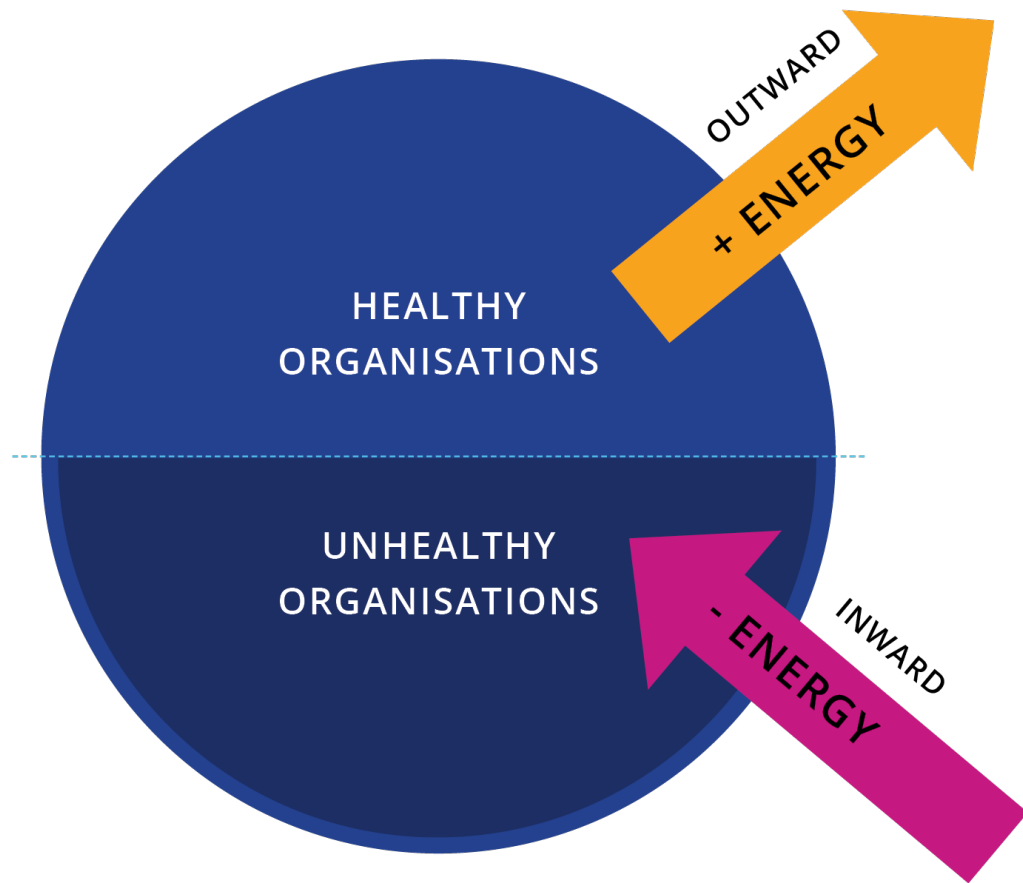
8% of leaders would characterize their organization's mission as "very focused."

Stanford survey of over 3,000 non-profit executives, board members, staff, and donors



29% of nonprofits had experienced "significant" mission drift

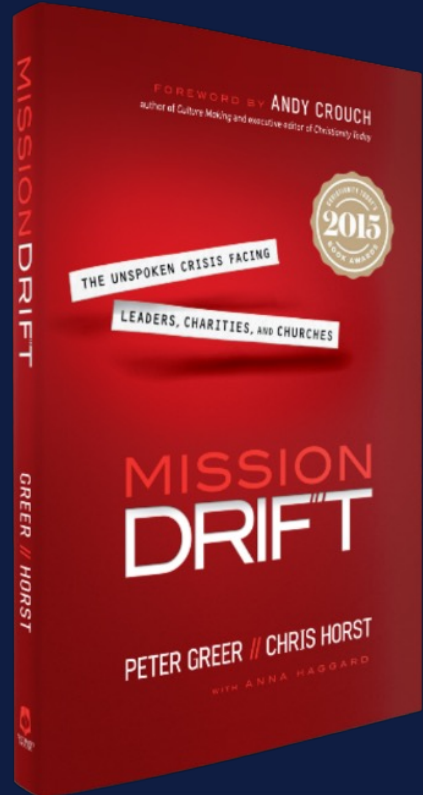
The Bridgespan Group's 2016 report on maintaining nonprofit focus



Energy Focus

When organisations are unhealthy, energy is sucked inwards, away from critical missional impact and into the organisation.





The cost of mission drift

Peter Greer

President & CEO, HOPE International

HOPE International

WHERE WE SERVE

The HOPE network

- S** Savings group programs & partners
- M** Microfinance institutions & partners







“To be plainly instructed and consider well that the main end of your life and studies is to know God and Jesus Christ.”





“But as for me and my house,
we will serve the Lord.”

Joshua 24:15



“After that whole generation had been gathered to their ancestors, another generation grew up who knew neither the LORD nor what he had done for Israel.

Then the Israelites did evil in the eyes of the Lord and served the Baals. They forsook the Lord, the God of their ancestors, who had brought them out of Egypt.”

Judges 2:10-13



Passions



Preferences



Irrelevant

How do we identify indicators of drift?



Simple audit:

The first three people you meet,

What is our mission?

Why does it matter?



Breakout Room (10 minutes)

Introduce yourself and take turns to share: **in 50 years from today, what do you hope would your organisation be known for?**

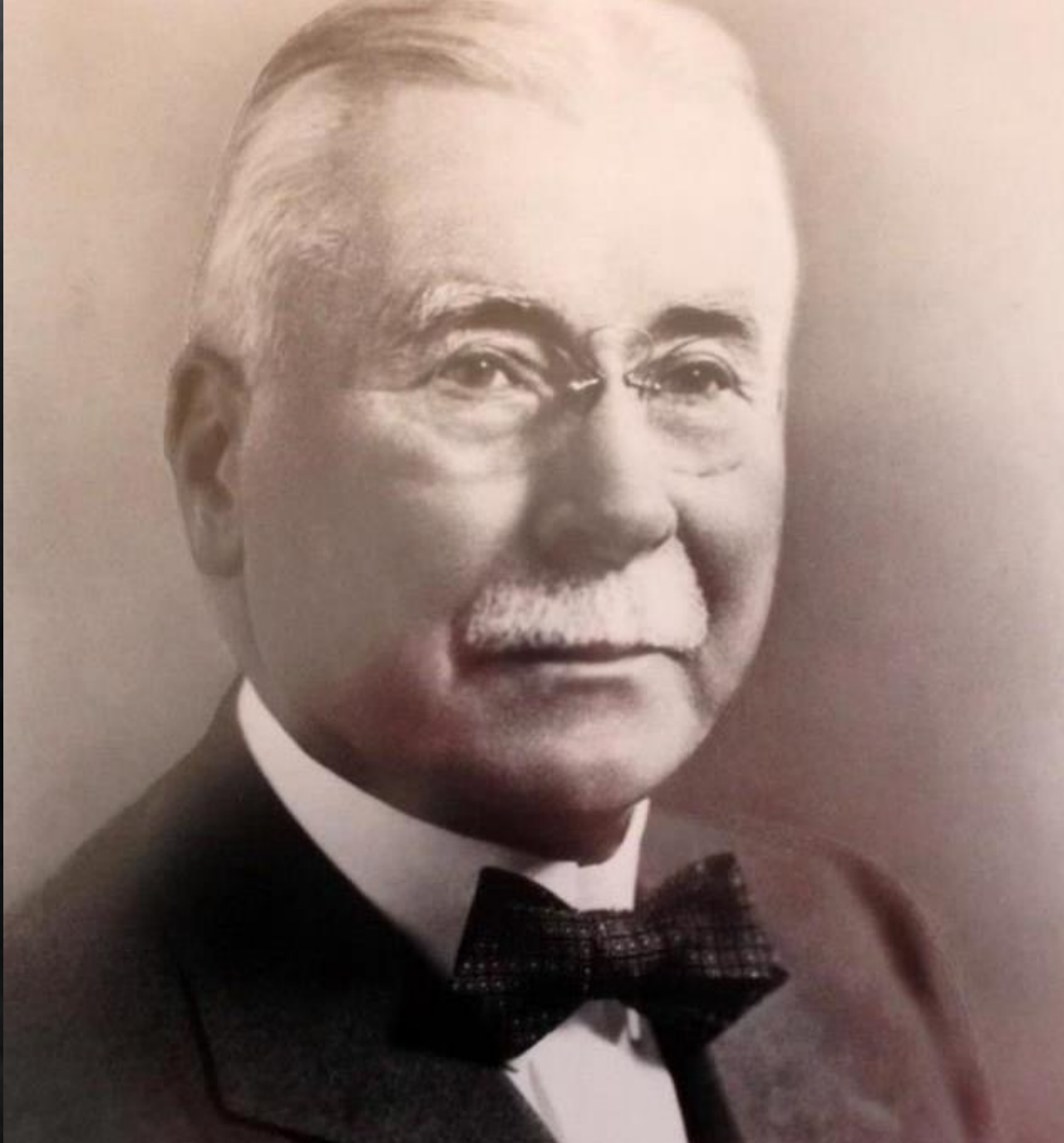
Guidelines for engagement

- Start with a brief introduction
- Only share something you're comfortable sharing
- Show up to serve by listening well
- If network allows, turn on your camera
- Use the 'ask for help' button if support needed
- Keep what is shared in confidence

1

Clarity





Parallel Stories

J. Howard Pew

Oil, Sunoco Oil

Abolition

Generous

Grove City, CT, Fuller, Moody, Gordon
Conwell

Billy Graham



Parallel Stories

J. Howard Pew

Oil, Sunoco Oil

Abolition

Generous

Grove City, CT, Fuller, Moody, Gordon
Conwell

Billy Graham

Henry Crowell

Oats, Quaker Mills

Red Light District in Chicago

Generous

Gave away over 70% of his income

Dwight Moody



Differing Outcomes

Pew Charitable Trust

The organizations and universities
that he eschewed

“Howard was a man of strong
convictions, and his successors on
our board are following in his
tradition by having strong
convictions.”

– Rebecca Rimel



Differing Outcomes

Pew Charitable Trust

The organizations and universities
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“Howard was a man of strong
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– Rebecca Rimel

Crowell Trust

Priorities fully in line with
original intent

Trust Charter – read it annually



What made the
difference?





2

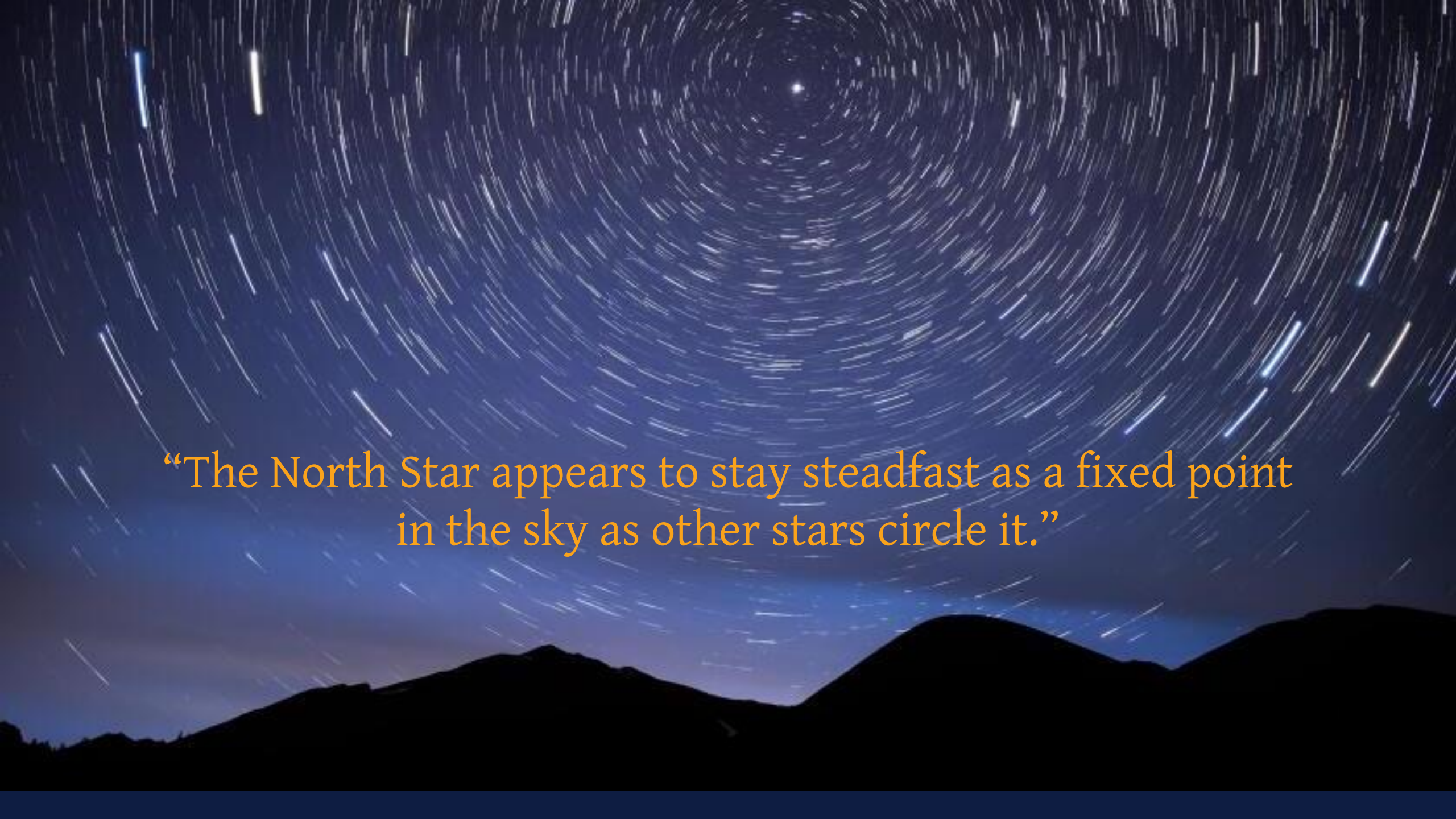
Intentionality



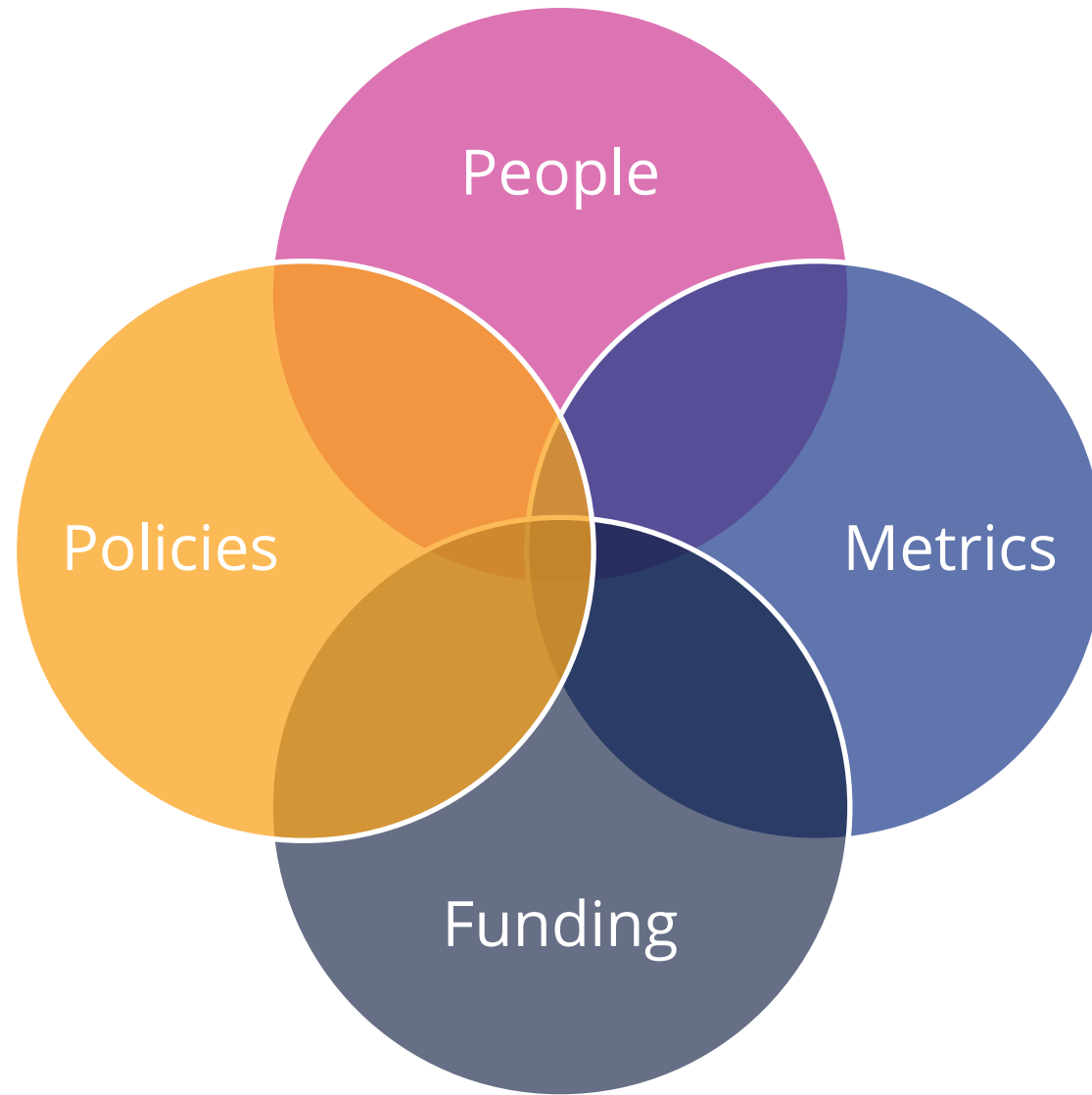
“It’s the exception that an organization stays true to its mission. The natural course — the natural evolution of Christ-centered missions — is to drift.”

Chris Crane
Edify President and CEO



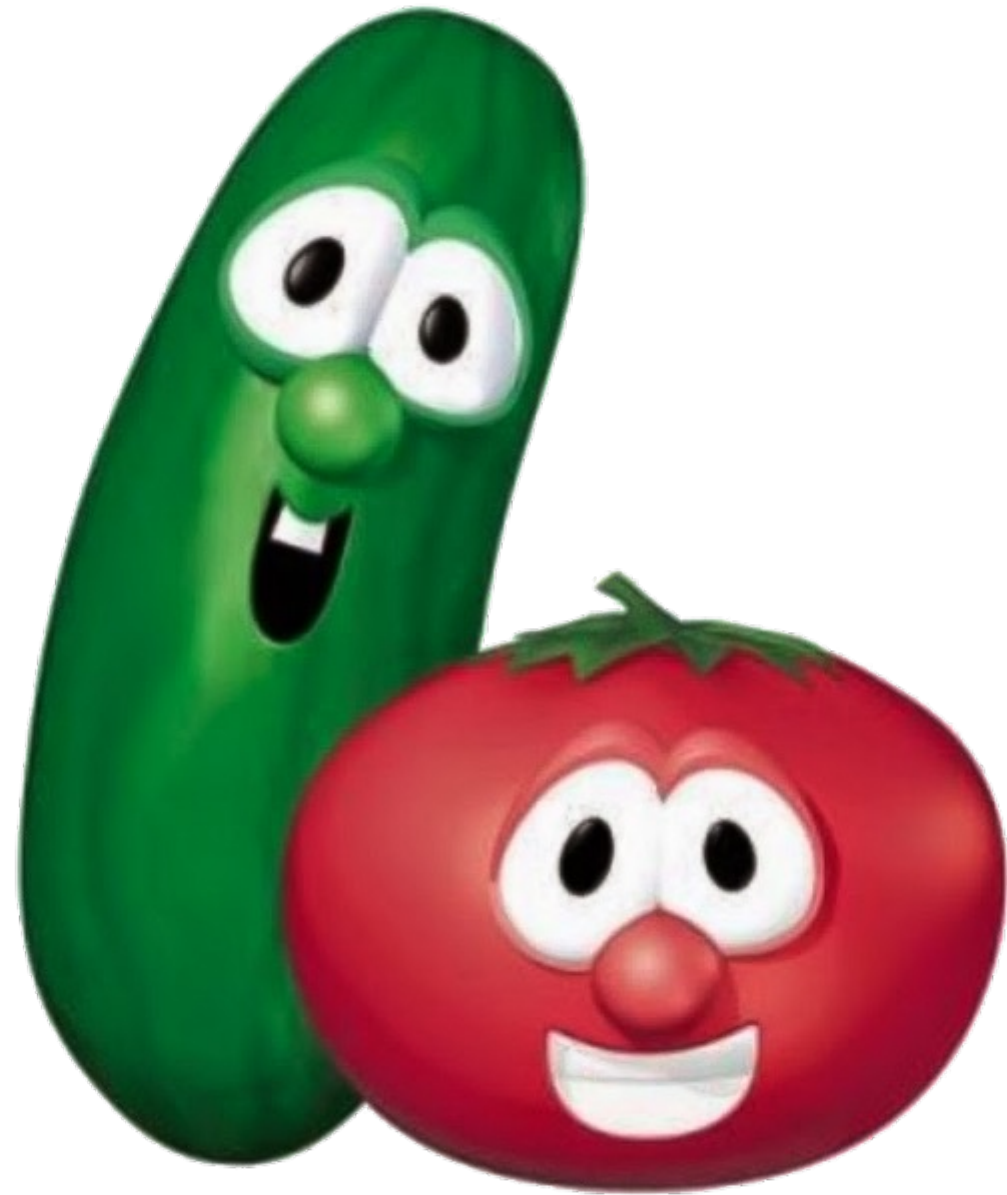
A long-exposure photograph of a night sky showing star trails. The stars appear as concentric circles of light, indicating the Earth's rotation. The trails are most prominent in the upper half of the frame. In the lower half, the dark silhouettes of mountains are visible against the dark blue night sky. The overall color palette is dominated by deep blues and blacks.

“The North Star appears to stay steadfast as a fixed point in the sky as other stars circle it.”



How do we bring
missional intentionality
into every decision?





“That is, at the end of the day,
what we are all about.”

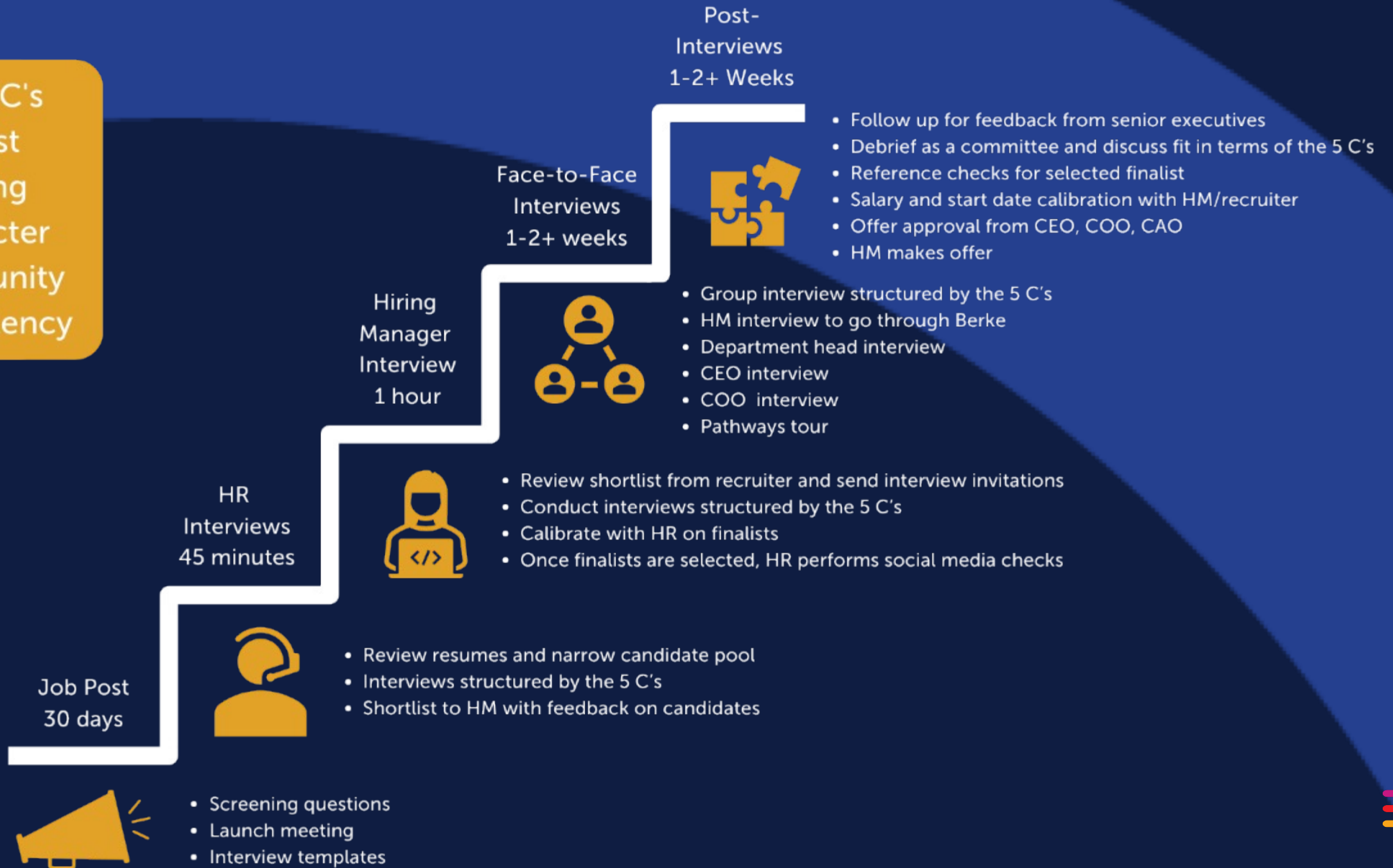
– Phil Vischer, creator of VeggieTales

“If that’s what this is about,
I need to opt out.”

– President, after two years in the role



The 5 C's
Christ
Calling
Character
Community
Competency



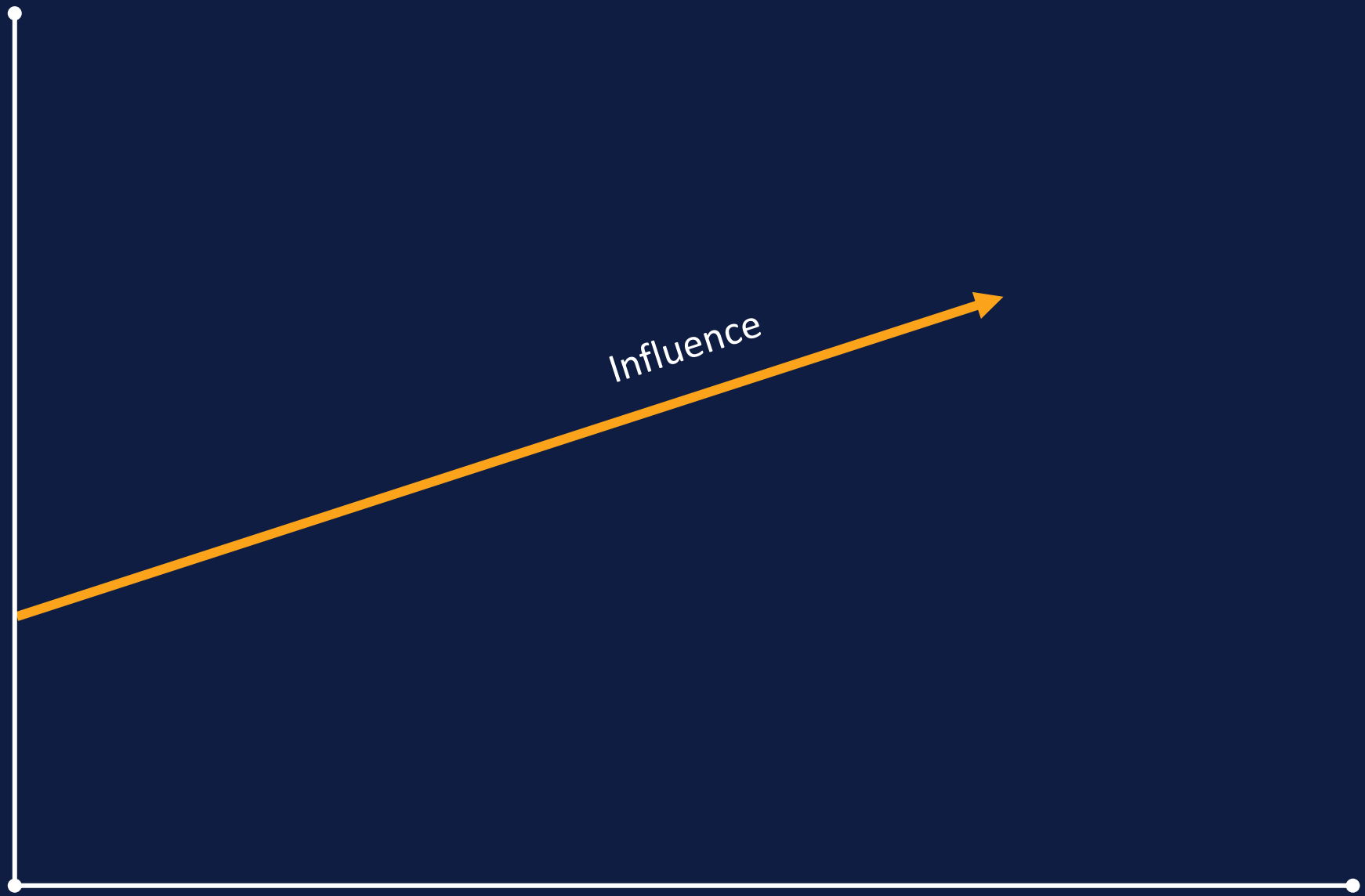
How can you
keep your mission central
in recruitment and retention?



3

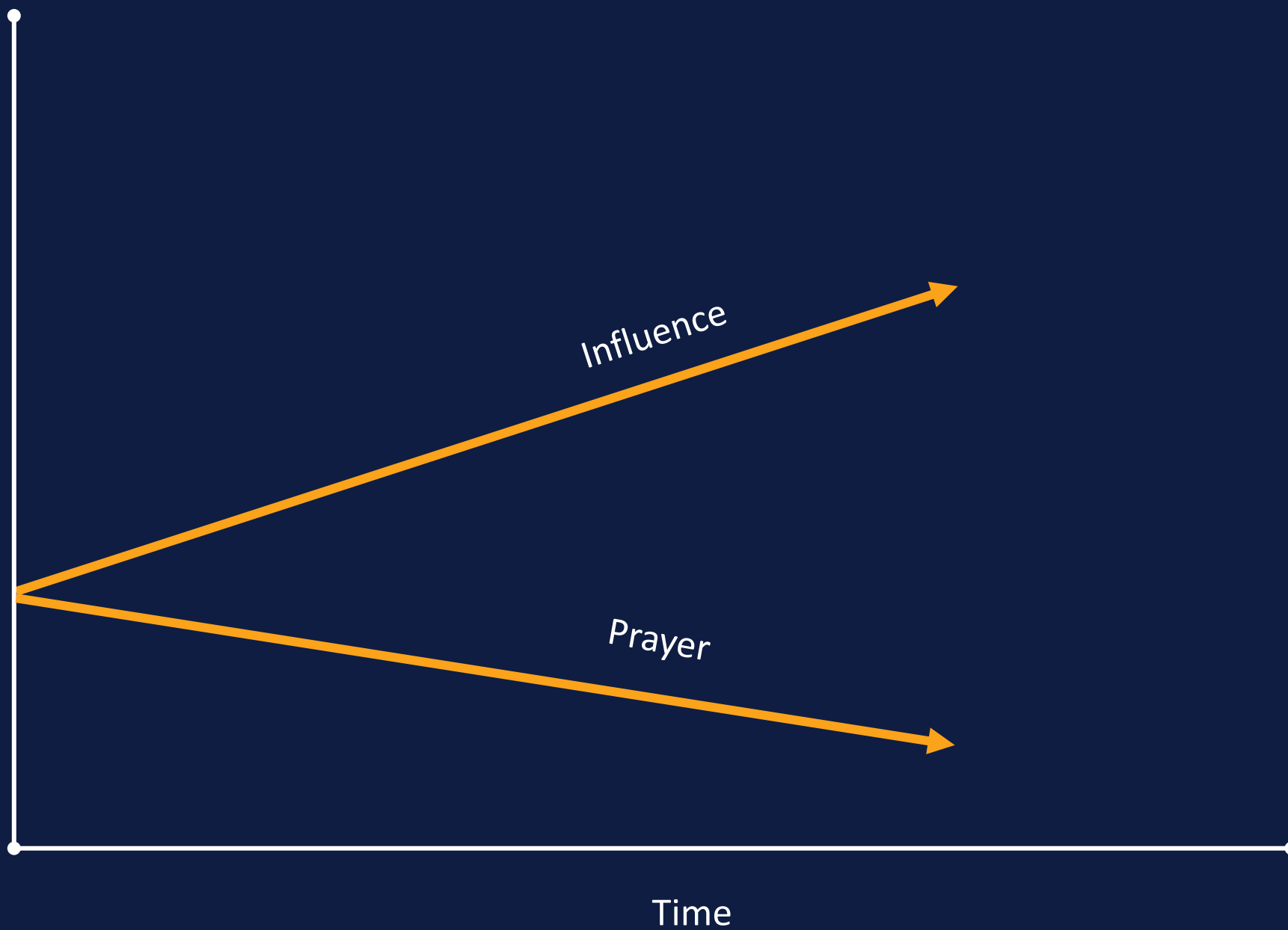
Prayer





Time

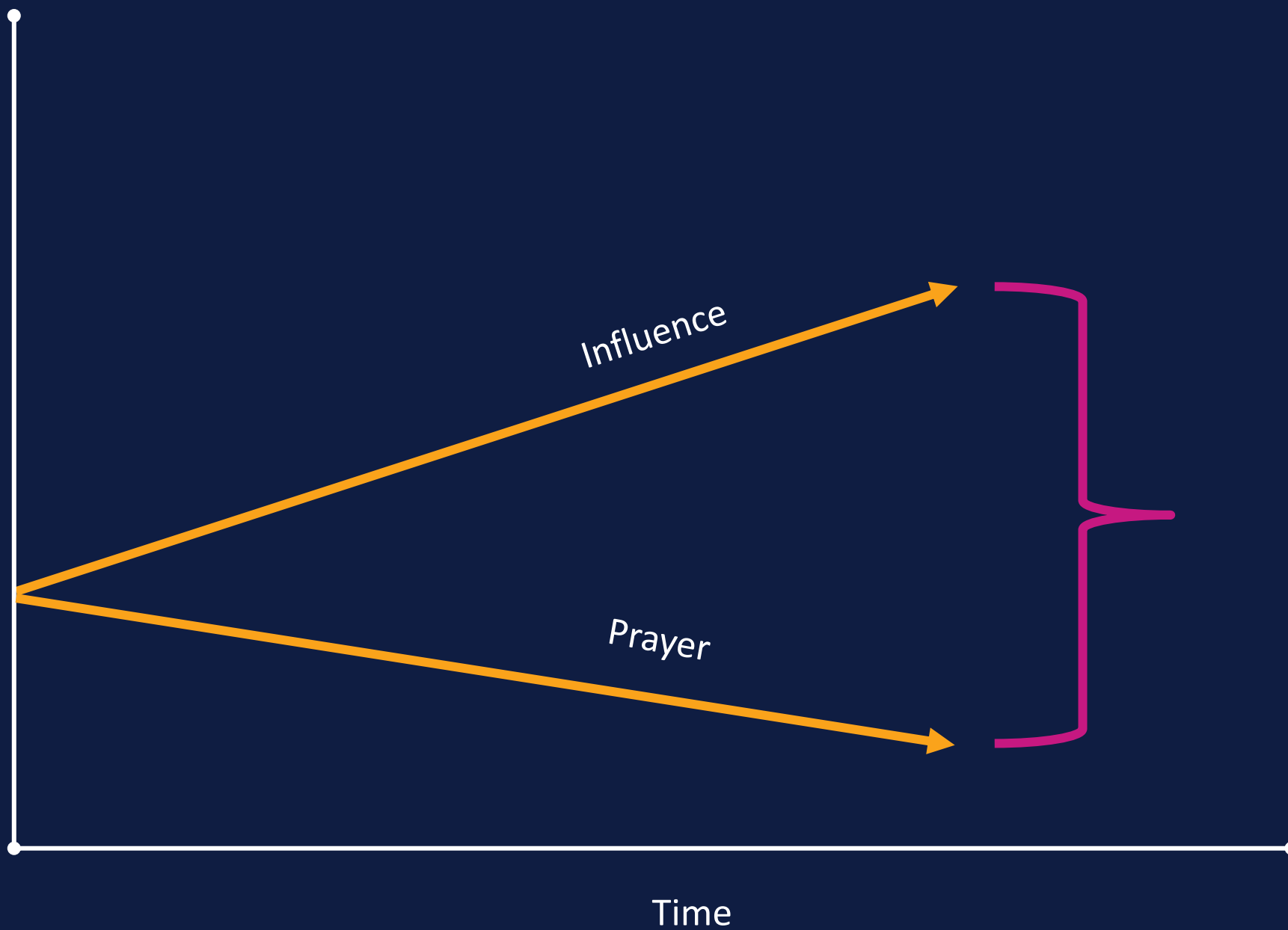
Influence



“In latter ministry, the tendency is to rely on competency, one’s ability to do things, rather than primarily on God.”

Robert J. Clinton





“Prayerlessness is **detrimental** for a Christian, but it’s **death** for a Christian leader.”

Tim Keller



“Lord, teach us to *pray*.”



Breakout Room (10 minutes)

Question: Looking at where you are now, what will help you stay on mission and what could possibly pull you away from your mission? Where are areas currently of mission drift?

Guidelines for engagement

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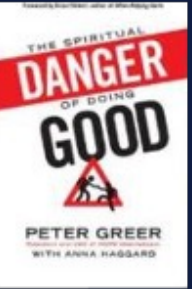
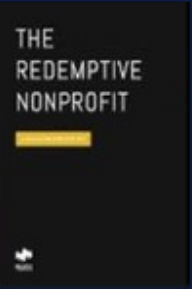
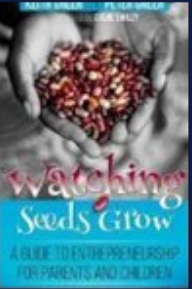
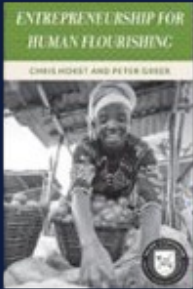
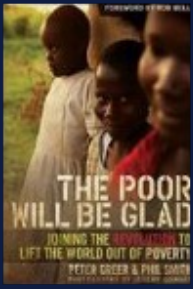
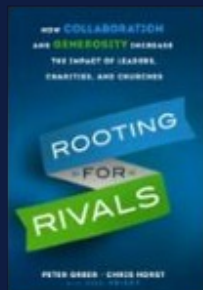
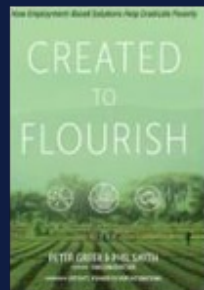
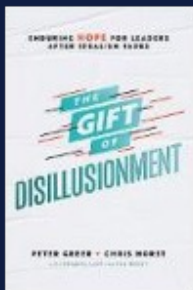
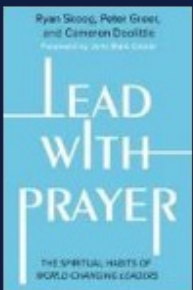
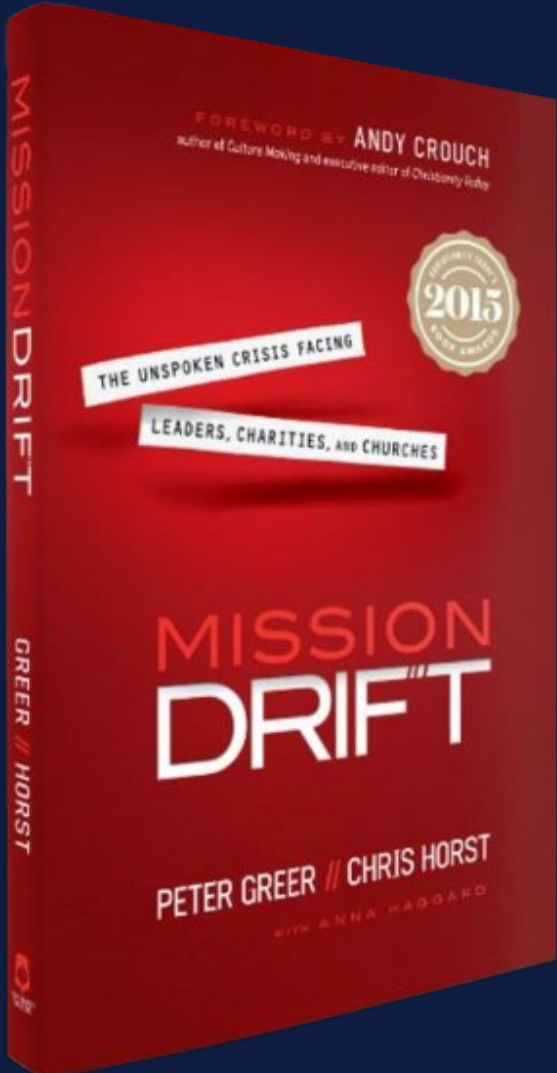
MISSION TRUE™

WORKBOOK

A Practical Guide to
Staying on Mission

**PETER GREER, CHRIS HORST,
BECCA SPRADLIN, & CLAIRE STEWART**

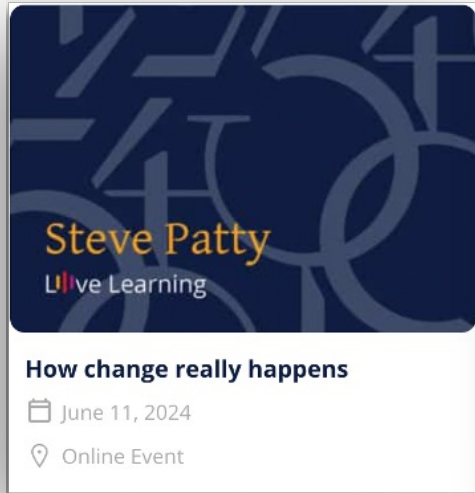
www.peterkgreer.com



Suggested action steps

1. As you go back to your organisation, **ask the first three people you meet: what is our mission?**
2. Take a week to do a **mission-intentionality audit**, observe how many operational activities are aligned with your organisation's mission
3. Ask your leadership team to join you in a **week of prayer** to discern where there might be areas of drift in your organisation
4. Run a **mission drift assessment** (more information to come)

Register for upcoming events

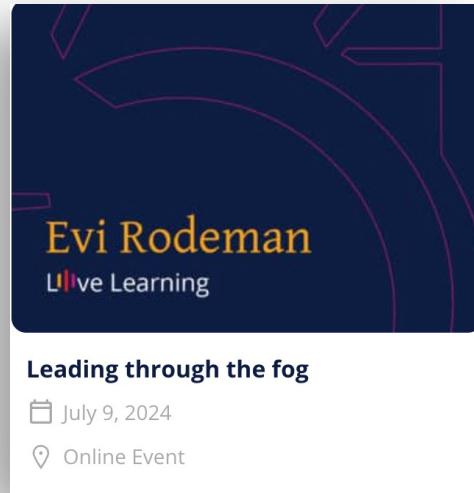


Steve Patty
Live Learning

How change really happens

📅 June 11, 2024

📍 Online Event

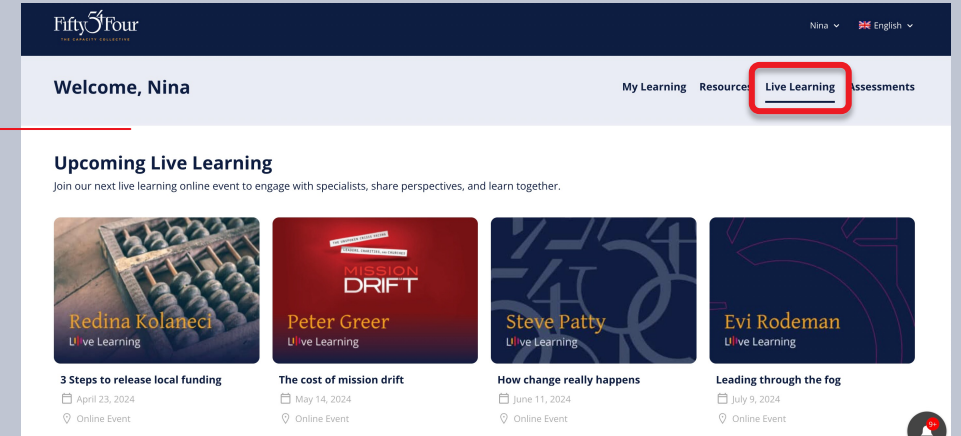


Evi Rodeman
Live Learning

Leading through the fog

📅 July 9, 2024

📍 Online Event



FiftyFour

Welcome, Nina

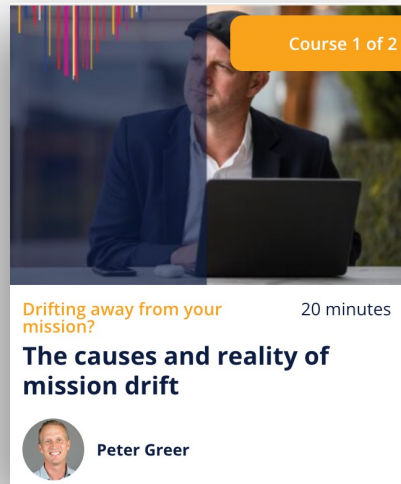
My Learning Resources **Live Learning** Assessments

Upcoming Live Learning

Join our next live learning online event to engage with specialists, share perspectives, and learn together.

- Redina Kolaneci**
3 Steps to release local funding
📅 April 23, 2024
📍 Online Event
- Peter Greer**
The cost of mission drift
📅 May 14, 2024
📍 Online Event
- Steve Patty**
How change really happens
📅 June 11, 2024
📍 Online Event
- Evi Rodeman**
Leading through the fog
📅 July 9, 2024
📍 Online Event

Enrol in related courses

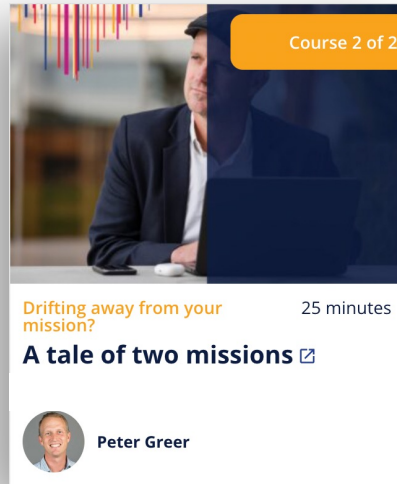


Course 1 of 2

Drifting away from your mission? 20 minutes

The causes and reality of mission drift

Peter Greer

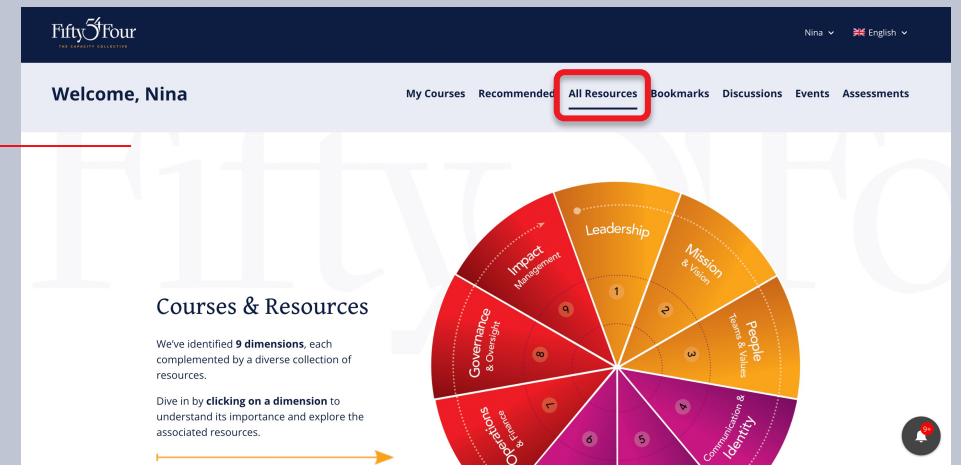


Course 2 of 2

Drifting away from your mission? 25 minutes

A tale of two missions

Peter Greer



FiftyFour


Welcome, Nina

My Courses Recommended **All Resources** Bookmarks Discussions Events Assessments

Courses & Resources

We've identified **9 dimensions**, each complemented by a diverse collection of resources.

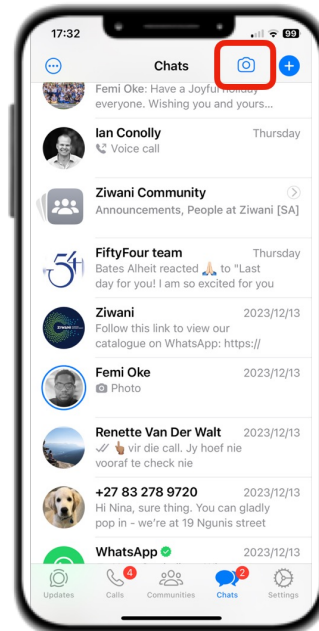
Dive in by **clicking on a dimension** to understand its importance and explore the associated resources.



Join leaders learning together

1

Open WhatsApp and click on the **WhatsApp camera**



2

Scan the QR code to join the group

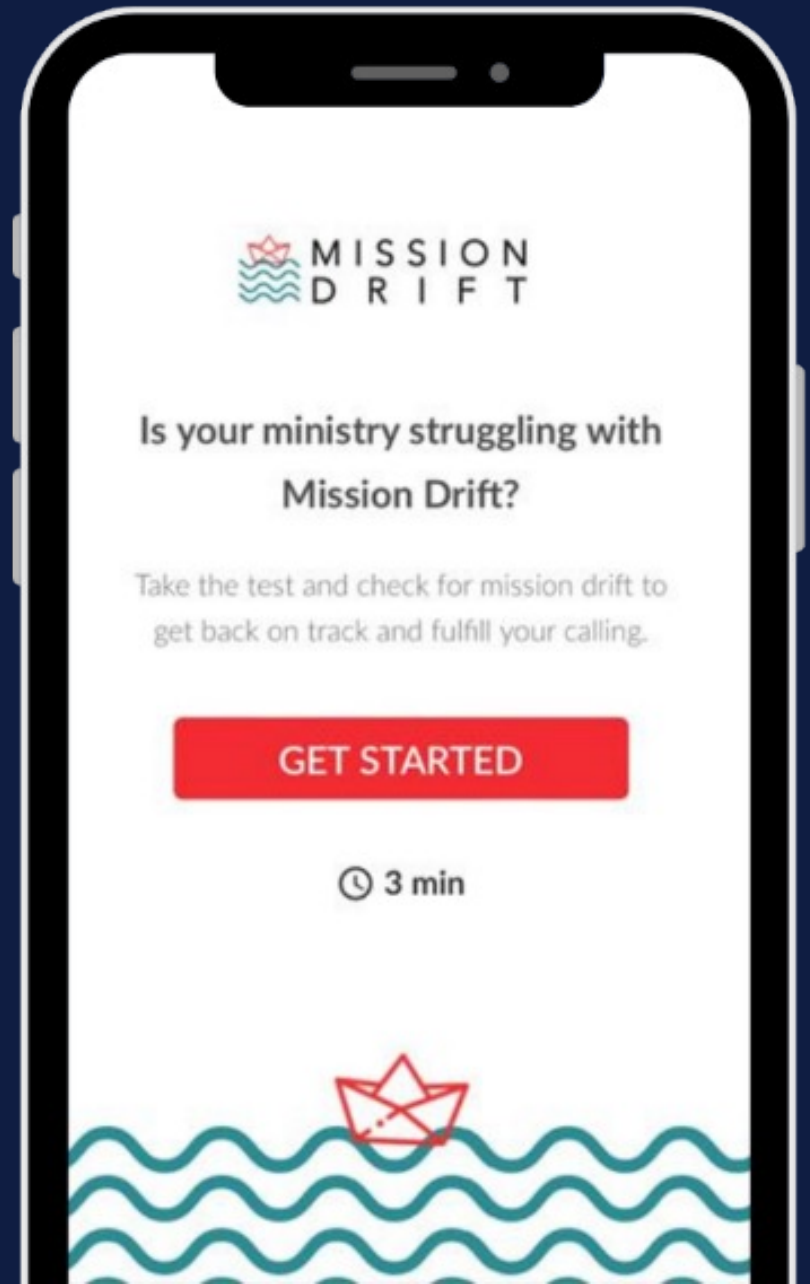


Are you mission true?

Scan to take the assessment.



<https://md1.bleat.church/>



Join leaders
learning together



www.fiftyfourcollective.com

nina@fiftyfourcollective.com



Assessments



Courses
& Resources



Live learning



WhatsApp learning
community

Thank you for joining!

Thank you

