



In this assignment you will be working individually. Read the scenario below and complete the assignment as outlined below.

VISIONING EXERCISE

The year is 2041. Christian Music has been on a constant, steady growth path since 2021 with record setting revenues and lives changed. We have reached national attention for all the work over the past several years and we have grown in acceptance to eclipse the country music marketplace which has always been the largest format in the city. It is now referred to as the capital of Christian Music more frequently than the capital of country music. We now have a significant number of activities, initiatives and exposure that makes the style of music known by a larger percentage of the population than ever before and much of the work done involves other partners and entities across the United States and around the world. You reflect on the idea that we hardly ever have meetings about “affecting culture”—we are actually doing it at a significant enough level that you find there is little reason to hold meetings like we are doing today.

Wired Magazine, Billboard, Variety, Inc Magazine, Network television news—all are calling to find out: What are you guys doing right? What happened over the past two decades that changed the direction and velocity of Christian music? You have been directly involved in the industry with greater and greater responsibilities. You’ve been asked to participate in an interview with one of these reporters and they are publishing a story to profile the industry with a sidebar on a timeline of significant milestone events. The reporter has sent some questions in advance of the interview so you can organize your thoughts.

Part 1 (20 minutes)

Answer the following questions from your perspective:

- 1) What are the signs that things are better today (2041)? What do you see around you that tells you that music is having a greater positive influence on our culture? How would you define success?
- 2) What was done over the past twenty years to make a difference? What strategies were developed that resulted in real change?
- 3) What specific actions did we take to pursue these strategies? What did we do as a result of today’s gathering that made a difference?
- 4) What were the key things we needed in order to achieve the success we’ve experienced? What resources were necessary?
- 5) Other than resources, what were the key challenges and barriers we had to overcome to achieve success? How did we overcome them?
- 6) What role did you personally play in these efforts? What are you most proud of?
- 7) How did we “course correct” and stop Mission Drift? In addition to the music itself being in a healthy place, what happened that made us focus on ministry? What forms did that take?

Part 2 (15 minutes)

Once you have completed answering the questions on your flip chart page, find two other participants to form a “team”. Then take turns going to your flip chart and your team member’s charts, with each person taking 3–4 minutes to share their responses to the questions. Choose a spokesman between you that is willing to summarize the ideas from your team’s work. When you are done, please come back to the large table area for the next group discussion.