

## **Creating a Sound Team Mission**

("My mission is to learn what those slider thingies do!")

### **Creating a Mission Statement, Vision Statement and Goals**

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Why do churches and businesses create a mission statement? Most churches and businesses that don't create one usually flounder and waste extreme amount of time and money getting nowhere. It is like a farmer who plants a field with his eyes closed. How do the sound system and its operation help the church meet its vision? How does what we do as operators help enable that mission occur?

I think we need to see our role as system operators as partners in the bigger mission of our individual churches and the Church. I don't say that so that we become ego-inflated people. However, we need to realize the importance of applying the correct amount of attention to detail required to make the service flow smoothly and without technical problems. If we see our role as small, meaningless or unimportant relative to the mission of the church, then it is easy to diminish the importance of the tasks that we routinely perform. This can lead to errors and problems in the flow of the service that can prove distracting to all concerned. Remember our goal as sound operators is to provide great mixes that enhance (never detract) from the quality of the service. To that end we need to develop an operators mission statement and a vision for the sound system.

***The Mission is the destination***

***The Vision is the pathway***

***The Goals are the steps***

#### **THE MISSION AND THE VISION:**

If you currently don't have one, choose a leader of your sound operator team. Get the sound team together to discuss your Mission, Vision and Goals. Talk about your problems and how to resolve them. Get pastors and musicians involved. I have included on the next page a sample mission statement that is designed as a springboard for your sound team to create their own Mission Statement. The next step after creating a mission statement is to create specific goals for your system.

#### **THE GOALS:**

Create a list of 10 goals that your sound team needs to accomplish in the next 5 years. Get detailed. Then prioritize them in order of importance. Then considering your priorities and the proper steps required and place them in order of completion. Type it up and place it in the sound operators desk where it can be found easily.

Let me add this paragraph of obvious statements. Things change, and the vision of your church may change. You should be flexible with your goals. Sometimes equipment fails, or other things happen that may throw your order out of wack, but don't panic. Just cross them off of the list as your goals are met and keep going.

You can also do the same type of list for wants instead of needs, just rinse and repeat.

## **SAMPLE: Church Sound Mission Statement**

We believe that the spoken word and song are two of the most important physical tools for a church service. It is our goal as a sound team is to provide clear and enjoyable sound that is transparent and distraction free to the listener.

We believe that the position of sound operator is an important mission of the church. This mission should work in harmony with the ultimate mission of the church. We believe that equipping our sound team with proper training, proper and adequate equipment and through communicating with the sound team, we can achieve our mission.

Stewardship demands that we purchase equipment wisely. This does not mean that the cheapest route is the wisest route but when purchasing equipment it should consider and meet all of the following:

- The equipment meets our needs
- The equipment provides lasting quality
- The equipment fulfills the criteria of our preset goals
- The equipment is cost effective.

## **Sound Operators Personal Mission**

I believe that the position of sound operator is an important mission of the church. I will revere the mission by giving the position respect, priority and my personal best. This includes putting in extra time to perform sound checks and practices. I will be on time. I will stay attentive and focused on the activities of the service.

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## **A CHURCH WITH A PROPER SOUND SYSTEM VISION**

- Will have an idea of what to purchase if a piece of equipment breaks down.
- Will not have to replace the complete system at one time (except for extreme growth and relocating), but will purchase replacement products as needed. Some technology jumps will occur roughly every 20 years that require major purchases.
- Will have properly trained sound people that create less mistakes
- Will have properly maintained equipment

## **A CHURCH WITHOUT A PROPER SOUND SYSTEM VISION**

- In just 10 years, will spend over half the price of a new system on junk and unnecessary items in attempt to solve immediate problems or to make their system just a little bit better.
- Will work with home electronic stores, music stores and friends of the church that provide short-term solutions that cost more than they help.
- Will end up needing a complete sound system over hall every 5 to 10 years, which provide little or no improvement over the last revision.
- Will live with inadequate equipment and other obvious problems, and then blame the sound operator for the problems.
- Have little or no budget set for sound maintenance or repair, let alone a new system.
- May have good quality equipment and just not use it correctly (making it seem like junk.)