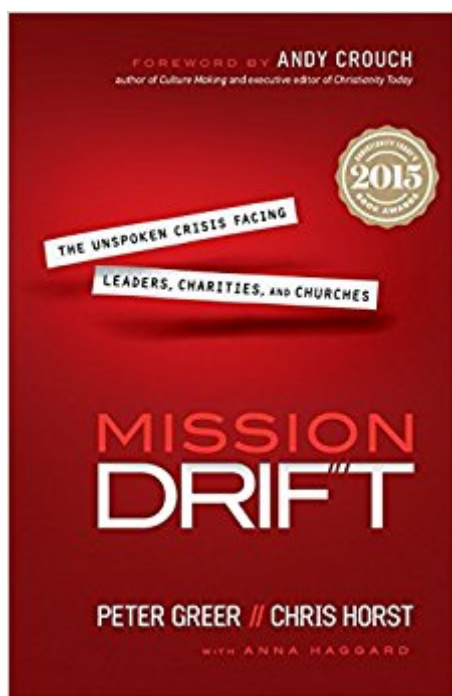


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# Mission Drift: The Unspoken Crisis Facing Leaders, Charities, And Churches



## Synopsis

Named a 2015 leadership book of the year by both *Christianity Today* and *WORLD Magazine*. Without careful attention, faith-based organizations drift from their founding mission. It's that simple. It will happen. Why do so many organizations wander from their mission, while others remain Mission True? Can drift be prevented? In *Mission Drift*, HOPE International executives Peter Greer and Chris Horst show how to determine whether your organization is in danger of drift, and they share the results of their research into Mission True and Mission Untrue organizations. Even if your organization is on course, it's wise to look for ways to inoculate yourself against drift. You'll discover what you can do to prevent drift or get back on track and how to protect what matters most. "We can't afford not to follow the lessons in this valuable book." --Richard Stearns, president, World Vision U.S. and author, *The Hole in Our Gospel* and *Unfinished: Believing Is Only the Beginning* "Mission Drift gives a clear message inspiring and challenging us to intentionally keep Christ at the center of all efforts." --David Green, founder and CEO, Hobby Lobby Stores, Inc. "This book is true-north wisdom for leaders." --Kelly Monroe Kullberg, founder, The Veritas Forum and author, *Finding God Beyond Harvard*

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## Customer Reviews

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Peter Greer ([www.peterkgreer.com](http://www.peterkgreer.com)) is president and CEO of HOPE International, a global nonprofit focused on addressing both physical and spiritual poverty through microfinance. He has a master's degree in public policy from Harvard's Kennedy School. Peter speaks regularly to large audiences, including at conferences like Catalyst and Passion. Peter lives with his wife and three children in Lancaster, Pennsylvania. Chris Horst is the director of development at HOPE International and serves on the boards of the Denver Institute for Faith & Work and the Colorado Microfinance Alliance. He and his family live in Denver, Colorado. Chris blogs at [www.smorgasblurb.com](http://www.smorgasblurb.com).

There is a crisis that faces every church and every charity. Peter Greer and Christ Horst address this crisis in their book, *Mission Drift*. The authors present the purpose of the book in advance: To name and illustrate the causes of Mission Drift. To help clarify the mission of a given organization. To equip organizations with safeguards to reinforce and protect them. To bolster their claim, Greer and Horst advance several principle-centered propositions that serve leaders who cast vision, guard the values, and carry out their respective mission: Mission Drift is a crisis facing all faith-based organizations Mission Drift is pervasive, but it is not inevitable Mission True organizations believe the Gospel is their most precious asset Mission True organizations make hard decisions to protect and propel their mission Mission True leaders assume they will face drift and build safeguards against it Mission True board members have clarity about their mission Mission True leaders set the cultural tone for the organization These are just a few of the propositions that the authors include. The book contains a wealth of information that is based on solid research that is recent and relevant. The authors provide several examples of organizations who maintain their mission as well as one's who drift. The conclusion is that Mission True leaders stand "unwaveringly upon the Truth of the

Gospel." These leaders are unwilling to compromise. These leaders refuse to capitulate. Mission True leaders have what it takes to carry out the mission that God has placed before them. Mission Drift is simply not an option!

The primary focus of this book was on Christian charitable organizations with a warning about the dangers of drifting away from the original purpose and mission of the organization. The danger of mission drift is common to all groups and individuals. Greer and Horst outlined key issues that must be addressed aggressively and intentionally by both leaders and supporters of these organizations. Each issue is illustrated with at least one story of an organization that drifted and one that did not. The issues to be addressed are: functional atheism, gradual drift, building safeguards against future drift, clarity about mission, enlisting the right board members, organizational culture, hiring first for character, true partnership with like-minded donors, measuring the right things, excellence, rituals and practices that undergird the culture, bold affirmation of central values, partnership with the church. Best chapter was chapter 11, Measuring What Matters. Though less useful for (Baptist) congregations, teams, and individuals, there are many of the principles that either apply directly or can be adapted.

As with all things important in life, actions speak louder than words. A clearly articulated, beautifully crafted, well-meaning mission statement rings hollow without daily intentional actions lead to mission drift and ineffective results. Peter and Chris, through countless examples and personal transparency, illustrate just how important a vibrant corporate culture to keeping mission on point and front and center. A must read for all leaders, Christian or secular, nonprofit or for-profit! Thank you Peter and Chris for staying true to your mission and being a North Star for all of us who care deeply about mission and impact.

I bought the audio version of this book and then bought the hardcopy version. I am the Founder of a non profit women's organization called Inspire Women. I believe it is the responsibility of the Founder and the Board to make sure the mission stays on course and to leave a structure that will sustain the original mission for generations to come. I loved Peter's examples because he referred to people I was familiar with, which made the book all the more credible to me. It was like reading the instruction of a brother in Christ who was passing down his wisdom to the body of Christ. I totally enjoyed the book. It helped me think of documents I can put in place to ensure future boards will continue what the founder and the founding board have protected. Thank you Peter for writing this

book!

For me, Mission Drift outlined clear strategies for helping to ensure our company's mission remains unchanged beyond my years. Not easy to implement, but very possible. And well worth the investment of extra time, thought, and energy to protect a vision that will propel the Good News long after its founders are gone. Sometimes understanding the problem is half the battle. This book defines the problem with good solutions. It's a quick read.

In the military Soldiers must keep to the azimuth set by the compass. If they stray just slightly they will totally miss their objective. Authors Greer and Horst reveal real life stories of those who started true to a calling and vision and somehow along the way they lost sight of their initial azimuth. Whether it is in individual lives, churches, or non-profit organizations the results are equally devastating; loss of identity, loss of integrity, and loss of mission. This book is a must read for leaders and leadership teams who are charged and required to safeguard the vision and mission of their lives and organizations for those who are following. They provide a simple yet proven manner to ensure Mission Drift does not overtake your life and ministry. Powerful examples of True Mission ministries and organizations that remain faithful to their initial vision, mission, and purpose for existence. THIS IS A 10 STAR BOOK!

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