

**Mission:** (Why we do what we do)

- To lead people into a growing relationship with Jesus Christ

**Strategy:** (How we achieve our mission)

- ...by creating a conversational environment where they can explore faith and experience community.

**Values:** (Qualities without which the SP experience would cease to exist)

1. Authentic Relationships – Am I connecting with other group members?
2. Biblical Authority – Is your group experiencing the gospel?
3. Humble Leadership – Do I value other members' opinions?
4. Relevant Environment – Is our approach appealing, engaging & helpful?
5. Spiritual Growth – Is my relationship with God growing?

**Tagline:** (A concise and motivating description of the environment)

- Find Your Place in The Story

**Personality:** (The brand tone, attitude and emotion)

1. Appealing – Do members anticipate group conversations?
2. Clarifying – Does it lead to greater understanding?
3. Important – Do conversations lead to significant outcomes?
4. Non-threatening – Does it relax and encourage group members?
5. Personal – Does it address each member's needs?

**Leader Essentials:** (Behaviors a successful leader will exhibit)

1. Develop your skills – Are you growing as a leader?
2. Prioritize preparation – Do you know your material and members?
3. Promote participation – Are you encouraging conversation?
4. Cultivate relationships – Are you connecting with group members?
5. Encourage long-term community – Are your members in a small group?

**Explanation of logo**

*Scroll*

- Demonstrates the age of this story in a contemporary, hip way
- Abstract, but makes sense once you know what it is (much like the gospel for many people)
- Hand-drawn, illustrating the organic, non-rigid nature of spiritual conversations
- Resembles a road or journey we're going to walk down together

*Arrow*

- Illustrating each person's place in the story
- Points up toward God and discovery
- Creates a cross, suggesting the point in history when Jesus entered the story
- Resembles a directional compass, implying Starting Point will help orient oneself in the world

*Typeface*

- Clear and simple, hinting at a non-threatening and clarifying environment