



CULTURE GUIDE.

Winning Souls
to Christ, and
Making Them
Winners In Life!

GRACE WALK
CHURCH

WELCOME TO ✦✦ THE TEAM!

We're better
because
you're here.





**Intro to
Guide**

Here at Grace Walk, we believe that a vision can never advance beyond the health of the culture that carries it. We understand that culture is created by both the collective beliefs and behaviors of its people. Because culture is created, it can be strategically shaped. Rather than allowing our own preferences, hang-ups, or histories define us, we intentionally and consistently create the culture we want to see. This book is your guide to our unity: the mindsets, attitudes, and language we embrace.



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OUR WHY, OUR WHAT & OUR HOW

OUR WHY: THE MISSION STATEMENT

We exist to “Win souls to Christ and make them winners in life”.

OUR WHAT: THE SPIRITUAL PATHWAY

- Know God → Lost people are saved
- Find Freedom → Saved people are pastored
- Discover Purpose → Pastored people are disciplined
- Make a Difference → Disciplined people are deployed

OUR HOW: THE METHOD

Worship Experiences (Know God)

We create **worship experiences** that both the church and unchurched love to attend.

Celebrate Recovery (Find Freedom)

Helping people find freedom from their hurts, hang ups, and habits.

SMALL GROUPS

We create **small groups** where people can experience community, healthy relationships, and take the next steps in their spiritual growth.

Growth Track (Discover Purpose)

We create a pathway for people to learn their personality and natural abilities to serve others.

Dream Team (Make a Difference)

We create opportunities for people to activate their purpose and make a difference at **Grace Walk**.

NEXT GEN EXPRESSIONS

Youth

- Worship Experiences and Youth → Know God
- Youth Group → Find Community
- Growth Track → Discover Purpose
- Dream Team → Make a Difference

GW Kids

- GW Kids environments → Know God
- In-service small groups → Faith, fun & friendship

LEADERSHIP FRAMEWORK

Developing people is a fundamental value of our team, and we take that work to heart. We've created a Leadership Framework with nine components, containing the primary areas we focus on when adding value to others.

We like to use the mental model of a train when thinking about our Leadership Framework. The nine components are broken up into two "tracks": Character, and Competency. The "train" itself is fueled by consistent feedback on how we are developing, given by our supervisors and peers.

The **Character** track consists of our Values: Love God, Love People, Be Life-Giving, and Pursue Excellence (see Values section).

The **Competency** track consists of five abilities:

1. Cast Vision

- Communicate the mission
- Connect people to the mission
- Inspire them to join

2. Communicate Clearly, Often, and Honestly

- Create clear expectations
- Provide consistent feedback
- Tell the whole truth (give your last 5%)

3. Create Opportunity

- Bring others with you
- Look for potential
- Empower people

4. Cultivate an Environment of “We”

- Be loyal to the team
- Embrace collaboration
- Love sacrificially

5. Convey an Attitude of Hunger

- Always be evolving
- Pursue innovation
- Ask insatiable questions

I AM A LEADER

I am a leader.

A force to be reckoned with.

An influencer.

An atmosphere lifter.

A life-speaking, people-

encouraging, team builder.

There is no problem too great

to overcome –

I am the solution.

My attitude is positive, my

outlook is hopeful, and my

resolve is strong.

I take responsibility for

my spirit.

I lean in, full of faith, and

happy in my grace.

I am hungry for more. I

place purpose over

preference.

I carry a big vision, and

I am in this heart and soul.

I make things better.

Excellence is in me

because it's in the heart of

my God.

I love people.

I believe in their potential

and create opportunities

for them to grow.

I'm in love with Jesus,

filled with the Holy

Spirit,

and His renown is my reward.

Today I will make a

difference – the kind

of difference that will

cause hell to tremble

and heaven to rejoice.

I am a leader.

DREAM TEAM COMMITMENT

I COMMIT TO HONORING

- I commit to honoring the team by showing up on time and prepared, with a great attitude.
- I commit to honoring the Church by taking excellent care of the building and equipment.
- I commit to honoring God by reflecting the biblical values taught at Grace Walk in the way I live my life privately, publicly, and on social media.

I COMMIT TO PROTECTING

- I commit to protecting the team by reporting any conduct I'm made aware of that puts the safety or self-esteem of a teammate in jeopardy. I commit to resolve conflict with leaders and other team members in the church.
- I commit to protecting the minors of the church (18 and younger) by keeping all interaction public (never alone) and on church property; not engaging them in any sort of relationship outside of the church, or go through private conversations online, text, or direct messaging.
- I commit to protecting myself by creating healthy boundaries with members of the opposite sex, avoiding texting and direct messaging, and any sort of interaction that could compromise my character and integrity.
- I consent to a background check, if deemed to be necessary.

I COMMIT TO GROWING

- I commit to growing my relationship with God by attending Growth Track and becoming a member of Grace Walk Church.
- I commit to growing my understanding of God's word by attending Church regularly, reading the Bible, praying regularly, and applying the things I learn.
- I commit to growing my faith by serving, inviting others to Church and practicing generosity; giving faithfully to Grace Walk. (*Malachi 3:6-12*)

I UNDERSTAND

- To be a team leader at Grace Walk I will sit in one weekend worship experience.
- To be a team leader, I need to serve by regularly volunteering in one weekend worship experience.
- Any unmarried couple that is being considered for a leadership position should not be living together.
- Any promotion to a leadership role must be approved by our pastors.

CULTURAL VALUES

These values define our culture's character at large, embraced by both our staff and Dream Team.

LOVE GOD

Principle: Intimacy is Priority

Description:

- Our relationship with God is the most important thing about us.
- We abide in the Spirit and recognize that apart from Him, we can do nothing of eternal significance.
- We are committed to prioritizing and cultivating spiritual disciplines.

Principle: Character Over Talent

Description:

- We value the fruit of the Spirit more than the gifts of the Spirit: who we are is more important than what we can do.
- It is Jesus who makes us whole: our integrity is produced through our intimacy.
- We give our all with pure motives: we know that God gives and takes as He sees fit.

Principle: Confident in Calling

Description:

- We are called by God to sacrificially serve God.
- Our assignment will change but our calling remains secure.
- Our confidence comes from what Jesus did for us, not what we can do for Him; we have nothing to prove.

LOVE PEOPLE

Principle: Choose Honor

Description:

- We perceive and receive everyone as treasured by God.
- We honor ourselves, our peers, our leaders, and especially those we serve: honor isn't honor if it only goes up.
- We do not posture ourselves to receive honor; we give it away.

Principle: Live Generously

Description:

- Freely we have been given, and so freely we give.
- We live open-handed with our resources: time, energy, talents, and finances.
- We live open-hearted with our love: people are the mission.

Principle: Develop Leaders

Description:

- We are developers, not doers: we get the job done by bringing people along.
- We look for potential, create opportunities, and empower purpose.
- We measure success by the value we add to others, not the value they add to us.

BE LIFE-GIVING

Principle: My Spirit, My Choice

Description:

- Choices lead, feelings follow: we choose joy.
- We are the thermostat, not the thermometer: we set the tone and tenor.
- We do hard work with light hearts: we have the humility to laugh at ourselves.

Principle: Celebrate Intentionally

Description:

- We celebrate each other's grit, audacious risk-taking, and successes.
- We party on purpose (and as often as possible).
- We express gratitude freely, especially for each other.

Principle: Be Resilient

Description:

- We recognize that we are advancing in a spiritual war, which is not for the faint-of-heart: endurance is required.
- We take things to heart, but not personally: we are honest about our insecurities and don't project them onto others.
- We expect challenges, embrace change, and remain flexible: in the face of difficulty, we bounce back quickly.

PURSUE EXCELLENCE

Principle: Stay Sharp

Description:

- We develop our anointing through prayer, fasting, worship, and the Word: we teach what we know, we reproduce who we are.
- We have not arrived and we are hungry for more: who we are today is not who we'll be tomorrow.
- We take personal ownership of our development: mind, body, emotions, skills, and relationships.

Principle: We Are Owners, Not Renters

Description:

- Our role, no matter the job description, is to make the organization better.
- We are sons and daughters: we have trust and permission.
- This is our house, our legacy: we aggressively improve, improvise, innovate, and evaluate. We are leaders and leaders go first.

Principle: One Team, One Fight

Description:

- We choose collective purpose over personal preference.
- We pursue accountability and feedback in order to grow.
- We are interdependent: we need, trust, and value each other and we believe collaboration is key.

CULTURAL LANGUAGE

We know that words create worlds; therefore, we are intentional about the language we choose. Below is a list of things we say often and sayings we avoid.

Don't say...

Instead, say...

Volunteer

Team Member

My team

Our team

We can't

This is what it will cost

I have to do it

I get to do it

I have to be here

I get to be here

It's not my job

How can I help?

They're too busy

I won't say their "no" for them

Can we do that?

Should we do that?

This isn't working

How can we make this better?

SOUNDS

It takes two to tango, but you'll have to bite the bullet. Ever been confused by an idiom you didn't know? We have a few of those around here, called our "sounds." Our sounds are birthed through powerful leadership teachings and are commonly expressed expectations.

VISION LEAKS: It is our job to make sure vision stays in front of people through overcommunication, never becoming diluted through passivity or neglect.

EAT THE MEAT, SPIT OUT THE BONES: We have the maturity to recognize there is something to learn from everyone. We know how to filter out what is not beneficial and keep what is.

CLARITY IS KINDNESS: Clear communication defines expectations and is the foundation for collaborative decision making. Nobody can win in ambiguity—clarity is kind!

TELL ME HOW TO GET TO "YES": Rather than saying "no" based on current constraints, communicate the cost of getting to "yes" (time, money, and people). Allow your leader to make a calculated decision.

WE ARE SPIRITUAL TOUR GUIDES: No matter the role we play, our primary responsibility is to lead people in their next steps along the spiritual pathway.

WE'RE A BATTLESHIP, NOT A CRUISE SHIP: We do NOT exist for the comfortability of those who know God. We are in a spiritual war, embracing the critical nature of our mission to reach those far from God.

DON' T REINVENT THE WHEEL: Nothing is new under the sun and the wheel doesn't need reinvention. If value gleaned from someone else can be applied in our context, we apply it.

GIVE YOUR LAST 5%: To operate in unity, transparency and authenticity are required. We need 100% of your feedback—not 95%. No holding back!

STANDARDS

Standards are specific values played out in how we do ministry. These stem from strong expectations that keep our culture in sync. Provided is the context, statement, and explanation of each standard.

ENVIRONMENTS:

Distraction-free: We keep attention at a maximum by keeping distractions to a minimum. Everything should look good, smell good, feel good, sound good.

HOSPITALITY:

People over policy: We never allow a policy to stand in the way of what's best for a person.

ENGAGEMENT:

Come early, sit close: We are expectant and attentive in our attitude and posture.

INCLUSIVITY:

You can belong before you believe: We make room for everyone and love people to Jesus.

RELATIONSHIP:

Fill the gap with trust: Always assume the best of people and situations.

LEADERSHIP:

We set the temperature: We are the thermostat and not the thermometer for our environment.

HEALTHY CONFLICT:

Talk with people, not about them: We don't gossip.

ACCOUNTABILITY:

Inspect what you expect: We don't lead from a distance; we provide observation, feedback, and coaching.

PRAYER:

We believe in the power of prayer and the God who answers prayers.

GLOSSARY

Context is king. With that in mind, we've provided a glossary of words you'll likely hear to help decode the context you may lack. Below is the A-Z of Grace Walk Church's internal dialogue.

1-1's: A developmental meeting between a direct-report and their supervisor, often happening bi-weekly.

21 DOP: 21 Days of Prayer; a three-week church-wide prayer event held in January accompanied by fasting.

A

ALL STAFF: A weekly meeting for the Church Senior Staff.

B

BLACK OUT DATES: The critical dates during the year in which time-off is a no-no.

C

CHURCH TEAMS (CT): The church management software utilized by Grace Walk. (CT) manages individual profiles, teams, groups, and much more.

CHURCH METRICS: Grace Walk's data tracking hub (attendance, baptisms, etc.)

COB: Close of business. For example: the deadline for the report is due on Monday by COB.

D

DISC: A behavioral assessment tool based on the DISC theory, which centers on four behavioral traits: dominance, influence, steadiness, and conscientiousness. It is administered in Growth Track and utilized within teams to increase synergy.

Dream Team: The group of volunteers that serve this church in a variety of capacities.

F

FIRE IGNITED: An annual women's conference.

FTG: First Time Guest

G

GROUP CONNECT: A push for group sign-ups held in our lobbies several Sundays prior to the launch of a new small group semester.

K

KINGDOM BUILDERS: People who are passionate about using their spiritual gift of generosity to accelerate the mission. By giving over and above their regular tithe, they invest in five lanes: local, national, and global outreach, expansion projects, and Highlands College tuition.

N

NEXT STEPS: How we define a person's progress on the spiritual pathway; as spiritual tour guides, our goal is to facilitate this process.

P

PLANNING CENTER (PCO): The online platform used for scheduling Dream Teams, service programming, and Weekend Worship Experience communication.

S

SPIRITUAL TOUR GUIDE: The term used to describe leaders principal role: helping people take next steps.

T

TEAM HUTTLE: The pre-service gathering of Dream Teamers where information is shared, people are encouraged, and prayer happens.

W

WORSHIP EXPERIENCE: Worship Experience

Y

YEAR-END OFFERING: Our annual offering taken in December in which attendees are encouraged to give sacrificially toward the vision.

YOUTH NIGHT: A monthly student gathering, occurring the last Saturday of every month.

BRAND GUIDELINES

FIRST IMPRESSIONS MATTER

Our brand is how people experience Grace Walk. For example, you have a personal brand. Your personal brand is not what you say it is. Your personal brand is what others say it is when you are not in the room.

While we cannot control how people experience Grace Walk based on personal preference, we can influence it. One way we can influence Grace Walk's brand is by maintaining the brand identity with excellence. Our brand identity is our logo, typography, and colors.

It is important to note, that the uniformity of the brand identity is not the sole responsibility of content creators. All Grace Walk staff and dream team members are proud owners of the brand identity — not renters. In the following pages you will find out how you can own the brand

**YOU ARE OUR
MOST IMPORTANT
BRAND AMBASSADOR.**

THE LOGO SYSTEM

We are a diverse church with diverse communication platforms. This calls for a diverse brand identity. Each logo variation below has an appropriate context. In most cases, a visual content creator will determine what goes where for you.

PRIMARY LOGO



SECONDARY LOGOS

These are the variances of the parent logo. They are often used to re-create visual variety and accommodate for designer's color and spatial needs. While these are official variants of the core brand, they are used less often and within designer's discretion.



LOGO MARK

These icons are used most often where the Grace Walk brand is clearly established or understood. For example, with interior signage or internal printed material.



LOGO TREATMENT

Logo treatment is simply how you treat the logo. You can treat the logo with excellence by making sure the logo is surrounded by plenty of space.

To maintain brand integrity, please do not distort, color, re-create, or add effects to the logo.

These look great.



COLOR



Orange

HEX #DF5A35
CMYK 7/79/88/1
RGB 223/90/53

Gray

HEX #818285
CMYK 52/43/41/6
RGB 129/130/133

Black

#000000
75/68/67/90
0/0/0

TYPOGRAPHY

Helvetica Now Display is our official typeface. It is a modern geometric sans-serif meant for all occasions. However, because of licensing, Helvetica Now Display is only used by personnel creating visual content. Staff members are asked to use the free version of Helvetica or Montserrat located on your computer when generating documents. For email or other communication platforms like Slack, please use the default font.

***Typography refers to all printed and digital communication using the characters of a typeface. A typeface is made up of different variations of the same font.*

***Tracking is the spacing between characters applied to an entire piece of text.*

Arial Bold

Headline font, typically set in all caps, sometimes tracked at +100

Aa

Arial Regular

Paragraph font, tracked at 0

Aa

Montserrat Bold

Headline font, typically set in all caps, sometimes tracked at +100

Aa

Montserrat Light

Paragraph font, tracked at 0

Aa

Calibri Bold

Headline font, typically set in all caps, sometimes tracked at +100

Aa

Calibri (Body)

Paragraph font, tracked at 0

Aa

PHOTOGRAPHY

Photographs are a great way to communicate the life of our church to others. Photographs also stand on the digital frontlines for those looking for a church, believers and unbelievers alike. When you want to make a post but don't have a graphic on hand, a good photo can say a thousand words. A fully alive life is our brand and is shown best through our people.



COPY, EMAIL & OTHER COMMUNICATION PLATFORMS

We live in a soundbite world. The average person reads for about eight seconds to gauge their interest before moving on. And as time progresses, those seconds are getting fewer. That is why it is always important to be brief and to the point. No matter how much you want to drive the point home, there is no exception to this rule of thumb.

You can do this by excluding unnecessary adjectives, condensing sentences, and not repeating words, phrases, or ideas.

Re-read everything you write in a text message, email, or other forms of communication. Look for ways to reduce, reduce, reduce. When you say too much, you say nothing at all.

WHEN WRITING, LESS IS MORE AND MORE IS TOO MUCH.

OTHER WRITING TIPS & EXPECTATIONS

NUMBERS

Spell numbers one through nine, unless using an address. Use numerals for 10 and above.

PERIODS/SPACING

Use one space after a period – no double spacing. Unless you're using a typewriter or writing a high school term paper you no longer need to put two spaces after a period.

EXCLAMATION POINTS

Use exclamation points sparingly. Let your message get people excited, not your punctuation.

EMAIL & OTHER COMMUNICATION PLATFORMS

Please only use the default font and font sizes on all email and other communication platforms. For email the default font is Calibri and the font size is 12 points.