



Seventh-day Adventist® Church
Northern California Conference

Organizational Clarity

Question 1: Why do we exist?

CORE PURPOSE

To connect people to abundant life in Jesus Christ and to prepare them for His Second Coming

John 10:10 | Revelation 22:7, 20

Question 2: How do we behave?

CORE VALUES

- Contagious Kindness | [Matthew 7:12](#)
- Servant's Heart | [Mark 10:42-45](#)
- Passionate Hard Work | [Colossians 3:23](#)

Question 3: What do we do?

BUSINESS DEFINITION

We operate and provide resources for churches, schools and other ministries

Question 4: How will we succeed?

STRATEGIC ANCHORS

- Engaged and enthused employees and members | [Matthew 25:23](#)
- Focus on community relevance | [1 Corinthians 9:19-23](#)
- Focus on organizational health and clarity | [Acts 15:6](#)
- Mission driven | [Matthew 20:25-28](#) | [John 1:14](#)



Question 5: What is most important right now?

THEMATIC GOAL