

## Advanced Kingdom Leadership

### Module 8 – Session 3: Values and Cultural Momentum

#### Overview

This session explores the role of values in shaping organizational culture and sustaining momentum.

Values provide the foundation that guides decisions, priorities, and behavior within a leadership culture.

#### Understanding Values

Values are the deep convictions that determine what an organization truly believes and practices.

They function as the underlying principles that shape culture and influence long-term momentum.

#### Aspired Values vs. Actual Values

Many organizations claim certain values but do not demonstrate them in practice.

Aspired values are ideals people say they believe in, while actual values are revealed through behavior, spending, and priorities.

Real values can often be discovered by examining where time, attention, and resources are invested.

#### Evaluating Organizational Values

Leaders can identify true values by looking at calendars, budgets, and patterns of activity.

If a church claims to value evangelism but rarely invests time or resources into outreach, then evangelism is likely an aspired value rather than an actual one.

#### Values vs. Priorities

Values are deeper than priorities and often describe qualities such as unity, authenticity, or integrity.

Priorities are the actions and initiatives that express those deeper values in practical ways.

### How Values Shape Culture

Values determine how people relate to one another, how decisions are made, and what behaviors are rewarded.

When leaders clearly define and model core values, those values gradually become embedded in the culture.

### Momentum Through Consistent Values

Healthy momentum grows when leaders consistently reinforce values through decisions and actions.

When values are clear and consistently practiced, people understand what matters most and can move forward together.

### Leadership Application

Leaders should identify the true values operating within their organization and evaluate whether they align with the desired culture.

Consistently model the values you want the organization to adopt.

### Questions

What values truly drive the culture of your organization?

Which values are aspirational and which are actually practiced?

How can you align priorities and actions with the values you want to establish?

### Activation

Review the current activities, schedules, and financial investments within your organization.

Identify what these patterns reveal about the true values shaping the culture.