



WILL MANCINI

IMPACT OF LIFE AND WORK

“Clarity isn’t everything but it changes everything”

MINISTRY ENTREPRENEUR, CHURCH CONSULTANT, AND AUTHOR

For over two decades, Will Mancini has pioneered innovative approaches to church leadership, organizational clarity, and discipleship that have fundamentally transformed how thousands of churches approach their mission. Through his strategic consulting work, groundbreaking books, and practical tools, Mancini has empowered ministry leaders to overcome "mission drift" and pursue God's unique vision for their communities with unprecedented focus and effectiveness.

TRANSFORMATIONAL CONSULTING WORK

As founder of Auxano (2004) and later Yunique (2016), Denominee (2019), and RunFree.Co (2023) Mancini has guided countless churches away from generic ministry models toward custom-designed visions that reflect their unique calling and context. His "Vision Framing" process has enabled churches across denominational lines to discover and articulate their distinctive DNA, resulting in:

- Greater alignment among leadership teams and congregations
- Increased ministry effectiveness through focused strategy
- Enhanced stewardship of resources toward mission-critical initiatives
- Sustainable cultural change that outlasts individual leadership transitions
- More effective discipleship pathways tailored to specific church contexts

This work has impacted churches ranging from small rural congregations to some of the largest and most influential ministries in America, creating a ripple effect that continues to shape the broader landscape of church ministry. Will has consulted well-known pastors like Max Lucado, Church Swindoll, and Adam Hamilton, as well as leading congregations within the major faith tribes. Below are a handful of notable churches by faith tribe. In addition, Will has consulted with scores of denominations and church networks through his Denominee process, currently offered through RunFree.Co.

Baptist Churches

- Bellevue Baptist Church (Memphis)
- Brentwood Baptist Church (Nashville)
- Champion Forrest Baptist (Houston)
- Houston's First
- Kingland Baptist Church (Houston)
- Idlewild Baptist Church (Tampa)
- Clavary Baptist Church (Clearwater)
- First Baptist Naples (Naples)
- New Beginnings (Longview)
- Hope Church (Las Vegas)
- South Tampa Fellowship

Independent / Community Churches

- Kensington Church (Detroit)
- Clear Creek Community Church (Houston)
- Mountain Park Church (Phoenix)
- 360 Church, (Sarasota)
- Revive Church (Denver)
- NewBreak Church (San Diego)
- NewStory Church (Los Angeles)
- Storyline Church (Denver)
- Community Bible Church (San Antonio)
- Grace (Southern Pines)
- Oak Hills (San Antonio)
- City Church (San Antonio)
- Christ Church of the Valley (Phoenix)

Methodist Churches

- Church of the Resurrection (Kansas City)
- Faithbridge (Houston)
- Good Shepherd (Charlotte)
- Mt Bethel (Atlanta)
- Christ Church (Louisville)

- St Andrew (Dallas)
- Chapelwood (Houston)

Lutheran Churches

- Trinity Lutheran Church (Houston)
- Gloria Dei (Houston)
- Concord Church (San Antonio)
- Salem Lutheran (Houston)

Bible Churches

- Elmbrook Church (Madison)
- The Bridge (Bakersfield)
- Stonebriar (Dallas)
- Browncorft (Rochester)
- Fellowship Bible (Dallas)
- Fellowship Bible (Nashville)
- Christ Church (McKinney)
- NorthWest Bible Church (Dallas)

Charismatic Churches

- Christ Fellowship (West Palm)
- First Assembly (Bakersfield)
- First Assembly (Visalia)
- Elizabeth Baptist Church (Atlanta)
- Life Church (Portland)
- Vanguard University (Newport Beach)

Presbyterian Churches

- Peachtree Prebsyterian, Atlanta
- First Presbyterian Houston
- First Presbyterian San Antonio
- St Andrews, Newport Beach
- Spanish River Church, Palm Beach

PIONEERING LITERARY CONTRIBUTIONS

Mancini's written works have provided church leaders with transformative frameworks that challenge conventional thinking and offer practical alternatives to cookie-cutter approaches. His major books include:

Church Unique (2008) - This landmark work introduced the concept of "Vision Clarity" to thousands of church leaders, challenging the prevailing church growth paradigm of imitation and offering a pathway to discover God's unique vision for each local church.

God Dreams (2016) - Building on his Vision Clarity work, this book provided church leaders with concrete tools to develop compelling long-range vision, including the breakthrough "Vision Frame" and "Horizon Storyline" concepts that make abstract vision tangible and communicable.

Younique (2020) - Extending his clarity concepts to individual believers, this work developed a comprehensive personal calling and life planning system that helps Christians discover and live out their unique design and contribution to God's kingdom.

Future Church (2020) - Co-authored with Cory Hartman, this forward-looking work anticipated the seismic shifts facing the Western church and provided a roadmap for navigating changing ministry landscapes with confidence and clarity.

These books represent not just theoretical concepts but tested methodologies that have been refined through thousands of real-world ministry applications. In addition to these books, Will has published **Building Leaders** in 2004 with Aubrey Malphurs, **Innovating Discipleship** in 2010, and **Clarity Spiral** in 2018

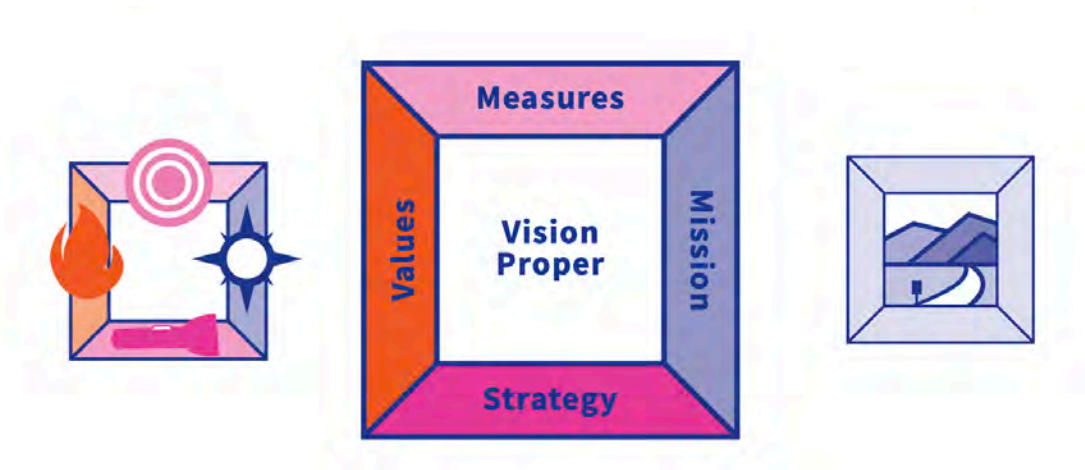


INNOVATIVE TOOLS AND FRAMEWORKS

Perhaps Mancini's most enduring contribution has been the development of practical tools and frameworks that make complex organizational and personal development processes accessible to churches and believers of all types:

- **The Vision Frame** - A comprehensive tool that helps churches articulate their mission, values, strategy, measures, and vision in a cohesive, memorable system
- **The Horizon Storyline** - A visual framework that transforms abstract vision into a concrete 90-day, 1-year, 3-year, and beyond roadmap
- **The Kingdom Concept** - A methodology for discovering a church's unique calling at the intersection of local needs, leadership passion, and collective capabilities
- **The Yunique Life Plan** - A personalized discipleship tool that helps individuals discover and articulate their God-given identity and calling
- **Leadership Pipeline**- A simple but profound tool, developed with Mac Lake, to align the structure and system of leadership development in a local church
- **Staffing Triangle**- A teaching method containing six maxims for developing a church staff structure that enables movement and supports vision.
- **Denominee Process**- A six-part methodology for church networks or denominations to develop a clear Vision Frame and design synergy within their families of churches.
- **Funnel Fusion**- A multi-layered tool that visualizes the definitive pattern of what Jesus started as a window for churches to compare and contrast the design of their ministry today.

These tools have been implemented in churches and ministries worldwide, creating a growing movement of clarity-focused leadership that continues to gain momentum.





LASTING LEGACY AND ONGOING INFLUENCE

Will Mancini's legacy extends beyond his direct work with clients and readers. By training other consultants, creating sustainable organizations, and developing transferable concepts, he has built a multiplication movement that continues to spread. Since 2004, he has trained over 500 church consultants and coaches dedicated to the church. His influence can be seen in:

- The language and frameworks now commonly used in church leadership discussions
- The growing recognition that clarity precedes and enables effective ministry
- The shift from generic church growth models to contextual, vision-driven approaches
- The emergence of customized discipleship pathways rather than one-size-fits-all programs
- The renewed focus on helping believers discover and live out their unique calling

In an era of unprecedented change and challenge for the church, Will Mancini's contributions have provided ministry leaders with the clarity, confidence, and tools needed to navigate complexity and fulfill their God-given mission with distinction. His work represents not just practical methodologies but a fundamental reorientation toward biblical principles of unique design, intentional stewardship, and kingdom-focused vision that will continue to shape church leadership for generations to come.

READY TO GO DEEPER?

Visit RunFree.co to learn more about our Pivvot Vision Framing and Meta>performance Coaching for church teams. Visit LifeYounique.com to learn more about our LifePlan System to deliver through the church. Check out WillMancini.com for personal updates, special offers, and a peek into Will's ecosystem of organizations and tools. As always, we would love to explore how we can help your church run free into what Jesus started.



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