

A RUN FREE CERTIFICATION · INAUGURAL COHORT

# BECOME A CERTIFIED VISION FRAMER

Four days with Will Mancini to master the integrated Pivot Vision Framing process — and lead any church toward real disciple-making clarity.

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SEPT 22-25, 2026 · SOUTHERN PINES, NC · 20 SEATS · 1:4 RATIO

# 20

SEATS ONLY  
1:4 WITH WILL & TEAM

There is an ocean of felt-need products and events for the church. Almost none of them meet the real need underneath: **clarity for disciple-making**. For the first time since **Future Church**, Will Mancini is opening the vault — certifying a new generation to wield the proven toolbox.



WILL MANCINI — IN THE ROOM, LEADING A VISION FRAME INTENSIVE

## MEET THE REAL NEED, NOT THE FELT NEED

The church rarely lacks activity, events, or content. It lacks disciples. Somewhere along the way, the Great Commission quietly got rewritten in practice into something much smaller:

### THE FUNCTIONAL GREAT COMMISSION

*“Go into all the world and make more worship attenders, baptizing them into the name of small groups, and teaching them to volunteer a few times a month.”*

That is the functional Great Commission — and it is the problem. The church has become **overprogrammed and under-discipled**. Pivot Vision Framing is a proven process for breakthrough clarity that puts disciple-making back at the center — making a church better, stronger, and faster at it in its own unique context.

“Clarity isn’t everything, but it changes everything.”

This certification hands you that process — the whole integrated system, the facilitation craft to run it, and the rights to carry it to as many churches as you can reach.

## WHY NOW — AND WHY THE SOURCE

Will has done this work full time for 25 years. The Vision Frame is 21 years old — and it is no theory. More than **3,000 churches** have been guided through the full year-long process, and over **40,000 church teams** have used the Vision Frame.

A book can teach the *ideas*; the toolbox delivers the *transformation*. This is his first certification since **Future Church** — and he waited five years to log the reps in the refined toolbox before certifying anyone in it. What you’ll learn is the living, current 2.0 — taught by the person who built it. We call it Pivot Vision Framing.

3,000

CHURCHES GUIDED  
THROUGH THE PROCESS

40,000

TEAMS EQUIPPED  
WITH THE VISION FRAME

25 yrs

DOING THE WORK  
FULL TIME

### THE BODY OF WORK BEHIND THE METHOD



“

We are kept from our goal not by obstacles, but by a clear path to a lesser goal.

ROBERT BRAULT



# MINISTRY WITHOUT CLARITY IS **INSANITY.**

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WILL MANCINI

FOUNDER, RUN FREE · CREATOR OF THE VISION FRAME

## WHAT YOU'LL MASTER

This room hands you the whole system — the integrated process plus the craft to carry it.

- 01 THE INTEGRATED PIVVOT VISION FRAMING PROCESS**  
All three master tools woven into one coherent process: **Funnel Fusion**, the **Vision Frame** (Mission, Values, Strategy, Measures, and Vision Proper), and the **Horizon Storyline** — supported by Crowd Cloud, the Disciple's Journey, and the Kingdom Platform. You'll leave fluent in the entire system — every tool working together as one.
- 02 SELLING & BUILDING YOUR PRACTICE**  
Will built four training and coaching shops from the ground up. He'll show you exactly how he did it — and how to integrate vision framing into your existing offering so it becomes the engine of your work, not a sideline.
- 03 MASTER FACILITATION**  
More than 20,000 hours in the room, distilled. The moves, the reads, and the recoveries that separate a facilitator a team trusts from one they merely tolerate.
- 04 AI-DRIVEN FACILITATION**  
How to put AI to work — accelerating your prep, sharpening synthesis, and multiplying your capacity — without ever losing the human center of the room.

NEW IN THE VAULT — THIS COHORT GETS IT FIRST

**Four brand-new modules** built to move a church beyond the functional Great Commission — the overprogrammed, under-disciplined status quo — and recover a fresh imagination for real disciple-making. This is the newest work in the toolbox, and the inaugural cohort is the first to be certified in it.

## WHAT YOU WALK AWAY WITH

YOU RECEIVE	WHAT IT IS
<b>Certified Vision Framer</b>	Your title and standing as a certified practitioner of the full integrated process.
<b>Digital Facilitator's Guide</b>	The complete guide that powers every session, start to finish.

## YOU RECEIVE

## WHAT IT IS

### Hardcover Field Notebook

72+ process experiences, training devotionals, and tools — more than 10 days of facilitation.

### Four New Modules

The newest tools for moving a church beyond the functional Great Commission toward real disciple-making.

### Full Google Drive Library

Every digital handout, plus reinforcement videos and client-facing videos to use in the field.

### Royalty-Free Client Rights

**Use the toolbox with as many clients as you can reach — no per-use fees. Royalty-free use simply requires appropriate attribution.**

## WHY THIS MATTERS

Royalty-free rights to an unlimited number of clients means the toolbox pays for itself the moment you put it to work — and every engagement after that is yours.

## WHAT'S NEXT — A BRAND-NEW OFFERING

### THE WORK DOESN'T END AT CERTIFICATION

Alongside this cohort, Will is launching something he has never offered before: an ongoing community where he stays in the work with you — mentoring practitioners, sharing what's working in real rooms, and releasing new tools as they're built. Details are coming soon, and certified practitioners will be first in line.

## HOWEVER YOU'LL CARRY IT

One room, three kinds of leaders. Whatever brought you here, the process is built to travel with you.

### LEAD IT ACROSS YOUR NETWORK

Network and denominational leaders: one shared language and one process for your whole family of churches. Standardize the method without homogenizing the churches.

### BUILD IT INTO YOUR PRACTICE

Consultants and coaches: a named, credentialed, premium offer — with the templates and rights to deliver from day one.

### RUN IT IN YOUR OWN HOUSE

Executive and lead pastors: own the process internally, skip the outside engagement, and re-run it across campuses as your church changes.

## THE DETAILS



GRACE CHURCH — SOUTHERN PINES, NORTH CAROLINA

<b>Dates</b>	Tuesday, September 22 – Friday, September 25, 2026
<b>Schedule</b>	1:00 PM Tuesday through 12:00 PM (noon) Friday
<b>Location</b>	Grace Church — Southern Pines, North Carolina
<b>Cohort Size</b>	Limited to 20 participants
<b>Ratio</b>	1:4 with Will Mancini and the Run Free team
<b>Led By</b>	Will Mancini, founder of Run Free — author of <i>Church Unique</i> , <i>God Dreams</i> , and <i>Future Church</i> . With Vision Coaches Brooke Domek and Andrew Estes.
<b>Investment</b>	<b>\$3,950</b> — a <b>\$950</b> deposit reserves your seat. Everything listed above is included.

INAUGURAL COHORT — 20 SEATS

## RESERVE YOUR SEAT

The vault opens once. Seats are limited to keep the 1:4 ratio with Will and the Run Free team — when they're gone, they're gone. Claim yours today.

[RESERVE MY SEAT →](#)

[runfree.co/certification](https://runfree.co/certification)



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