

How Do We Make Our Vision Stick?

State the vision simply: People don't remember or embrace paragraphs. They remember and embrace sentences. For our vision to stick it needs to be easy to communicate.

- Can you communicate it? _____

Cast the vision convincingly: Every vision is a solution to a problem. To cast a convincing vision we have to define the problem that our vision addresses. Buy-in by others hinges on our ability to convince them that the Gospel offers a solution to a problem they are convinced needs to be solved.

- What problem does our vision address?

Repeat the vision regularly: Casting our vision once is not enough to make it stick. Repetition is an essential component of vision-casting.

- How do we do this?
- How can we get everyone on our staff to understand what this looks like for their role?
- How can we get our people to do this?

Celebrate the vision systematically: Celebrating the wins does more to clarify the vision than anything else. When we celebrate the right things, we are using the most effective form of vision casting. Celebrating a win incarnates the vision, bringing clarity in a way that words cannot.

- How can we celebrate the vision often?

Embrace the vision personally: Seeing our vision become a reality requires more than a single burst of energy or creativity. It requires daily attention. Embrace the vision and do whatever it takes to make our vision stick. God has called you to be what he wants you to be. Making our vision stick requires YOUR leadership!