



VISION IN ACTION

MOVING VISION BEYOND THE WHITEBOARD

01. COMMUNICATE _____

The vision must be communicated in a clear, compelling and concise way.

“If it is a mist in the pulpit, it is a fog in the pew.” – Howard Hendricks

It is better to have a vision statement that is incomplete and memorable than one complete and forgettable.

Most pastors spend more time on sermon preparation in one month than they do on big picture visioning in 5 years.

The Seven Rule: A person needs to hear a message seven times before they react.

Integrate vision + tagline into every communication method
(Website, video, bulletin, signage, email signature, voicemail, everything).

Catalytic visions present real solutions to real problems.

People will not give their time, talent and treasures to achieve a vision if they are not emotionally connected to the problem.

02. _____ SEAMLESSLY

Visions become realities when senior leaders embrace the vision personally.

Both visionaries and missionaries are needed. Vision transfers through people, not whiteboards.

“Vision is realized only to the extent that it is integrated into the life of the church.” – Will Mancini
The written words of vision become the living language regularly used in conversations.

A fully integrated vision is the filter for every decision.

Hiring/firing, budget allocation, programming, building aesthetics, etc.

03. CONCENTRATE _____

The urgent needs of today quickly fog our commitment of the could-be of tomorrow.

“Good ideas are the enemies of great ideas.” – Jim Collins

If you cannot say “no” your vision will not go.

“Focused Intensity Over Time (X) by God = Unstoppable Momentum” – Dave Ramsey

04. _____ REGULARLY

“What’s celebrated is repeated.”

Ideas – Videos, website stories, social media, email, staff meetings, images, etc.