



TEN TIPS FOR COMMUNICATING VISION

1. Don't assume people know it.

As a leader, it's easy to think that everyone else is as immersed in the vision as you are. Guess what: they're probably not. Assume that the next time you communicate the vision is the first time someone has heard it.

2. Make it easy to find.

If your vision is truly one of the most important pieces of your organization's identity, shout it out! Include it on your web site, on brochures, and in all regular communication pieces. Help people learn not only what the vision is, but where to find it.

3. You can *never* over-communicate.

I promise. Try it!!

4. Mix it up.

Use different methods for different learning styles and different lifestyles. Some people may "get it" just by listening to a sermon. But others might need an e-mail, a phone call, a class, a personal conversation, or a brochure – or any combination! And when in doubt, remember Tip #3.

5. Communicate. Re-state. Repeat.

This is a corollary to Tip #1. Pastor Andy Stanley says that vision will "leak" if not communicated regularly and in a compelling way. Be strategic about how you will help the vision stick.

6. Don't do it alone.

Every key leader in your church should be expected – and *excited* – to share the vision. The vision won't go very far if you're the only person who believes in it – or if you're the only person responsible for communicating it. Capitalize on existing relationships and networks.

7. Provide samples.

Don't just talk about the vision – give people a chance to experience it! This is one of the reasons why mission trips are so effective – they expand the participants' worldview and give them a taste of something bigger.

8. Paint a picture.

Don't just use words to describe the vision; create a detailed story that describes what the vision will look like as it's lived out. A clear picture can move someone from agreeing in *principle* to the vision, to picturing themselves as a *part* of the vision.

9. Keep it simple.

The old "KISS" (Keep It Simple, Stupid) rule applies to vision, as well. The more difficult it is to remember, the more difficult it will be to communicate and explain – and achieve.

10. Model it.

Actions always speak louder than words. Are your vision and your lifestyle compatible?