

Communicating Vision

What is Vision?

'A picture of the future that produces passion'

Hybels

'A clear mental picture of a better tomorrow, given by God, which moves a person to believe that it not only could be done but should be done'

Maxwell

Vision communicated effectively elicits a response from people.

Think of a time you grasped the vision of a cause/organisation. Why was that?

What were the ingredients in how it was communicated that made you want to sign up?

Communicating Vision

1. Vision is caught, not taught - it must be embodied

What will it mean for you to embody and live your CU vision?

What changes might that mean to how you plan your time and the number of Christian activities you go to?

What wise choices will you need to make to ensure you don't burn out?

2. Vision must be communicated one on one to the key people

Who are the key people you need on board to make the vision a reality? The key influencers?

3. Vision needs to be understood and owned by the whole CU

- ⇒ Know how to pitch it and engage with where everyone is at
- ⇒ The person who communicates to the whole group is key – not everyone is good at envisioning – play to the strengths of your committee
- ⇒ Keep it simple – make sure the CU understands the main thing, be honest and realistic
- ⇒ Inspire the CU – remind them who God is, what he has done and can do, paint that picture of how things could be
- ⇒ Over-communicate – vision leaks, need to constantly remind and refocus the CU
- ⇒ Communicate it creatively in a variety of ways



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