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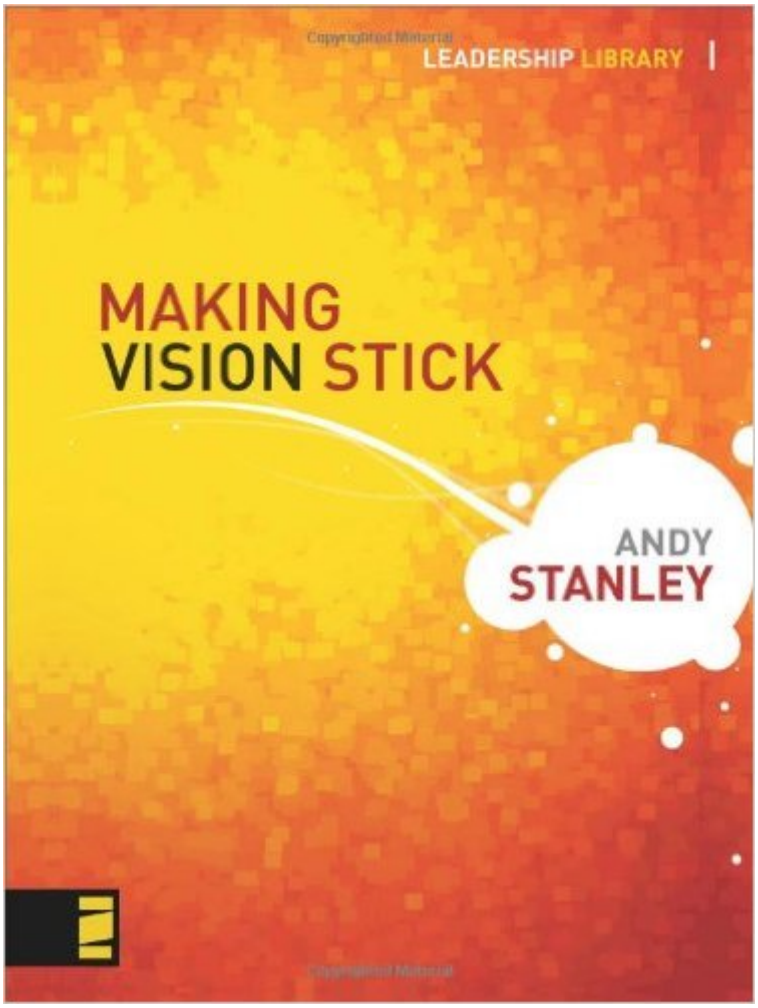
Making Vision Stick (Leadership Library)



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Synopsis

A vision. You as a leader may have it, but has your organization caught it? If a leader's vision is all about what could be and what should be, why are you buried under what is? Noted author and pastor Andy Stanley points out that if followers don't get the vision, it's because the leaders haven't delivered it. He reveals the three reasons vision doesn't stick. And then he delivers three ways to make vision stick, to make you a leader worth following: 1. Cast vision strategically: defining your vision. 2. Celebrate vision systematically: regularly rejoicing in the successes 3. Live your vision continuously: putting your vision into practice in your own life With Making Vision Stick, you'll learn how to propel you and your organization forward on the vision God has granted you.

Book Information

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Customer Reviews

This small book on vision is one that I recently read for a second time. Stanley is pastor of North Point Community Church in Atlanta, the second largest church in the United States. I have listened to and benefited from his â œLeadership Podcastâ • for the past few years.He writes that this is not a book for those whose organizations have not developed their vision yet, but rather for those leaders who want to make their vision stick. He has described vision as a mental picture of what could be, fueled by a passion that it should be. He writes that one of the greatest challenges of leadership is making vision stick.Stanley writes that it is the leaderâ ™s responsibility to ensure that those within their organization understand and embrace the vision of the organization. However,

when a leader blames their followers for not following, the leader has ceased to lead. The leader has to communicate things in a consistent and coherent manner.He gives five steps to make your vision stick:Step 1 â " State it SimplyStanley writes that people donâ ™t remember or embrace paragraphs, so the vision must be simple and memorable. He uses the One Campaign as an example. Their vision is â œTo make poverty historyâ •. He indicates that if the vision is unclear to you, it will never be clear to the people in your organization. For your vision to stick, you may need to clarify or simplify it. The vision that Stanley has for his church is â œTo create a church that unchurched people love to attendâ •.Step 2 â " Cast it ConvincinglyHe uses Nehemiah 2 from the Bible to illustrate this step, stating that it is the ultimate illustration of casting vision. The wall had been torn down for a long time. Nehemiah casts the vision for why they need to rebuild the wall now.

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