

# CAST COMPELLING VISION

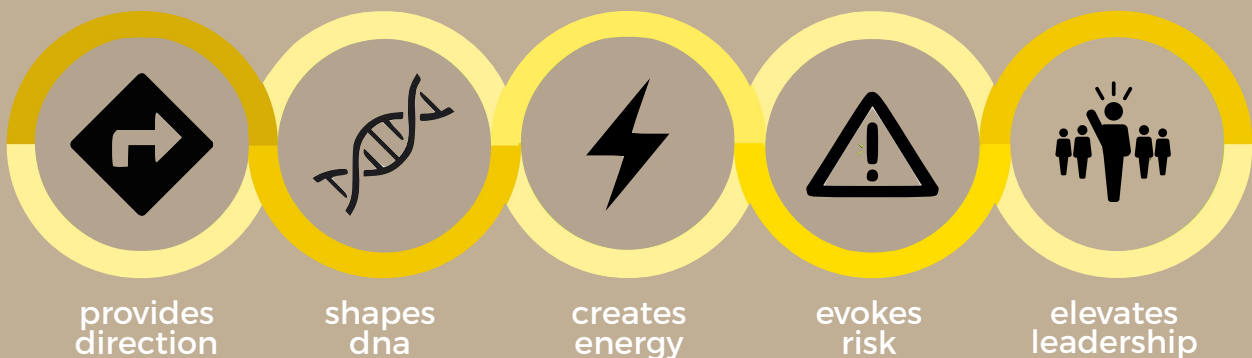
*Casting vision is a skill; not a gift.*

## DEFINITION OF VISION

“Vision is a futuristic picture of what COULD be, fueled by some passion of what SHOULD be.”  
– Andy Stanley

As leaders, we are led by the holy spirit to ask, “What is not, but should be for the Glory of God?”

## WHY CAST VISION?



### 1. Vision PROVIDES DIRECTION

- If you aim at nothing, you'll hit it every time
- Your church members don't drift into clarity; we need to provide it for them

### 2. Vision SHAPES DNA

- new churches and old churches both leak vision, and so will DNA
- vision is the most powerful tool we have to shape culture, or reset culture in any season.
- any church that is stuck in the past is a church that's not rigorously casting vision!

### 3. Vision CREATES ENERGY—If your church is a bit stagnant, they need vision

- Too busy and too tired to cast vision (under water)
- You're too busy and too tired to NOT cast vision, for the vision will get you above it.

### 4. Vision EVOKES RISK

- For some of you, the greatest risk you've taken was when you said yes to your church
- Since then, you've been playing it safe, "not to lose."
- Don't you hate it when your sports team does that?
- Then why do we lead our churches that way?

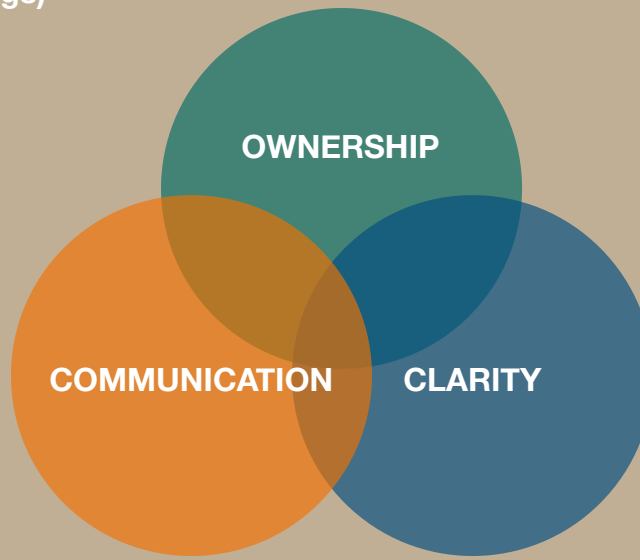
### 5. Vision ELEVATES LEADERSHIP

Those who cast vision are held accountable before people to move toward vision

- |                             |                          |
|-----------------------------|--------------------------|
| o Define the ministry       | o Develop a vivid vision |
| o Describe the present      | o Design a plan          |
| o Diagnose current problems | o Detail the progress    |

# CREATING, CASTING, & CATALYZING VISION

## CREATING VISION (3 things)



### 1. OWNERSHIP – You cannot cast a vision that has not cast a spell over you

- It doesn't matter where you got it. I'm great if you borrowed it, but eventually has to be yours.
- Are you inspired? Are you bought in?
- You can't give away what you don't possess yourself
- Or you won't be ruthless over vision, and every vision needs your relentless attention.

### 2. CLARITY

**Reality:** What are the needs and opportunities?

Exegete your culture. (power, pennies, pain, parties)

- Understanding the unique soil where God has called you to serve.

**Potential:** what are the resources and capabilities we have?

- What are the gifts God has assembled?

**Burden:** Why are we the ones to solve it?

- What will our community lose if we don't do this?
- "We're born for this; This is the will of God."

### 3. COMMUNICATION

Your church is the steward of thousands of moments of truth. (communication)

- Your members are communicating with neighbors, co-workers, & these are all opportunities for vision to drip.
- Compelling + Clear + Concise = communicable
- You might have an awesome vision, but if it doesn't get traction with your people, it will fail if it's not communicable.
- Compelling + Clear + Communicate = Culture

# CREATING, CASTING, & CATALYZING VISION

## CASTING VISION (6 elements)

### 1. **MUTUALITY** - What brings us together?

- Common narrative
- Emotional connection based on history
- Core values
- What makes you unique

### 2. **MATTER** - What is the problem?

- Communicate burden
- “If America was a nation of 100 people, 79 of them would not be Christians. That’s a problem.
- What is at risk if we don’t accomplish this?

### 3. **METHOD** - What’s the solution?

- How can there be a better tomorrow?
- Be specific (make 2000 disciples; plant 5 churches in 5 years; reproduce 10 groups; Double number of volunteers; Increase giving by 25%, sending 1% of church as missionaries)

### 4. **MOMENT** - Why do we have to act now?

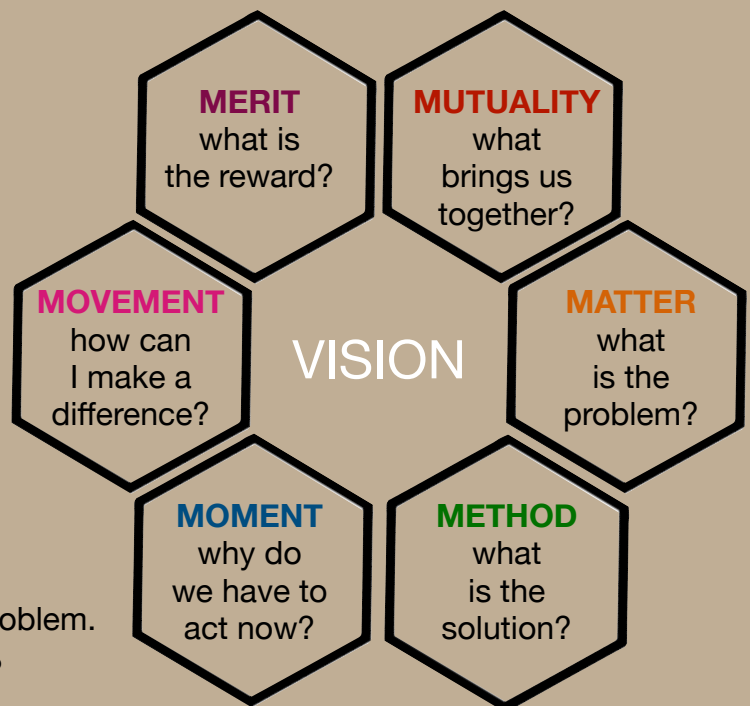
- It’s not “What it can be”, but “What it must be.”
- Creating an urgency to act now

### 5. **MOVEMENT** - How can I make a difference?

- What can they specifically do?
- Don’t ask; Invite
- Every member has a role to play. I don’t apologize for the ask!
- Don’t apologize for calling them to their destiny.
- Every human wants to be a part of a cause that’s beyond them.
- Our vision is to make you more human

### 6. **MERIT** - What’s the reward?

- Why would God be Glorified?
- Will Mancini calls it the God smile: What brings a smile to God’s face”
- How will Jesus be made famous?



# CREATING, CASTING, & CATALYZING VISION

## CATALYZING VISION

Most people think casting vision is to make an investor pitch, adding inspiration.

Hardly... Vision is not vision if it doesn't get carried out by people.

Vision is **birthed** if the vision is **cast**. But vision is **accomplished** if vision is **carried**.

### 1. SHAPE PERCEPTION WITH STORIES—People don't really buy a product or idea; they buy the story that's attached to it

Most people think to what makes vision catalytic is the level of inspiration or size of vision. It's actually the stories people tell about it.

Consider your last visit to Chick Fil A vs. KFC: My pleasure: eyes on you, smile; updated tech KFC: receipt

- This means every brand is only as strong as the stories people tell about it.
- So perception matters, and perception is most shaped by stories we tell.

### 2. MAKE IT THEIR STORY—Vision best travels not through your story but their story

We are hardwired to seek and make sense of the world through narratives.

Anthropologists contend that 70% of everything we learn is through stories.

- That's why almost 200,000 new blogs are started every day.
- Everyone is now a story teller: FB, instagram, snapchat
- So we must learn to tell stories:
- Plato once said, "Those who tell stories rule the world."
- What if we helped them to tell their stories; which is the church's story

### 3. SHARE THEIR STORIES—If you want to change a culture, change the story

Break down all the communication opportunities:

How can we share stories?

Collect stories in 5 buckets:

- Finances
- Serving
- Small Group growth
- Salvations
- Evangelism



#### SHAPE PERCEPTION WITH STORIES

People don't really buy a product or idea; they buy the story that's attached to it



#### MAKE IT THEIR STORY

Vision best travels not through your story but their story



#### SHARE THEIR STORIES

If you want to change a culture, change the story