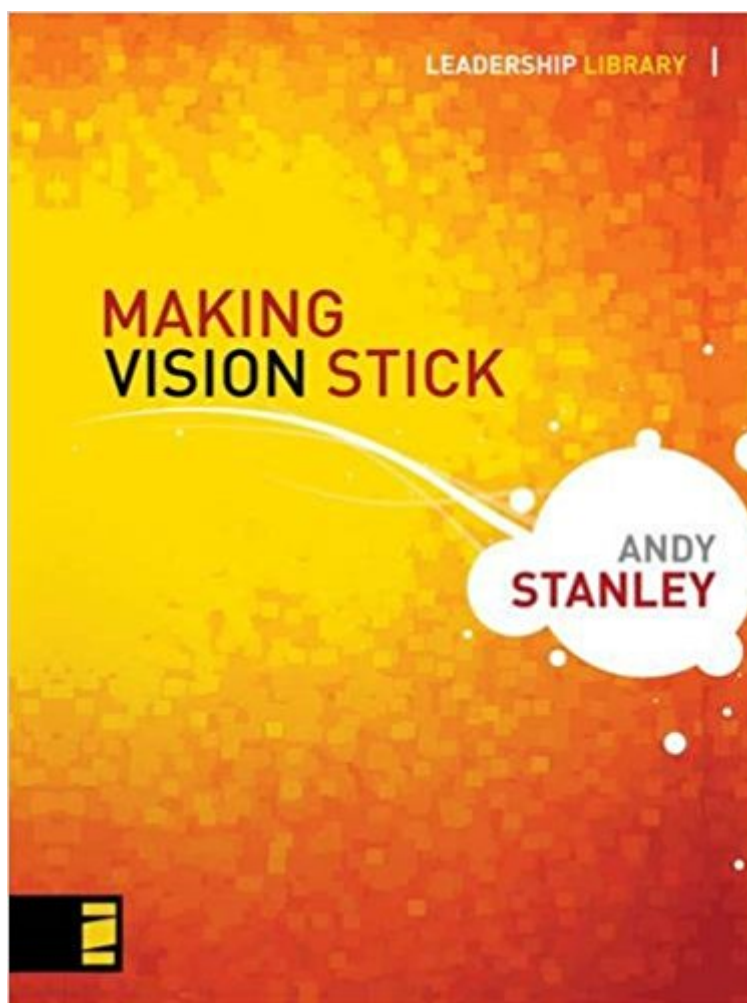


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# Making Vision Stick (Leadership Library)



## 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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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.

Communicator, author, and pastor Andy Stanley founded Atlanta-based North Point Ministries in 1995. Today, NPM consists of six churches in the Atlanta area and a network of more than 50 churches around the globe that collectively serve nearly 90,000 people weekly. As host of Your Move with Andy Stanley, which delivers over six million messages each month through television and podcasts, and author of more than 20 books, including *The New Rules for Love, Sex & Dating*; *Ask It*; *How to Be Rich*; *Deep & Wide*; *Visioneering*; and *Next Generation Leader*, he is considered one of the most influential pastors in America. Andy and his wife, Sandra, have three grown children and live near Atlanta.

*Making Vision Stick* by Andy Stanley was one of the best books I read on leadership and vision. Andy brings a unique style to his writing that draws you into the conversation. Here are the key learnings:- State the vision- Cast the vision to the community- Repeat it as often as possible to reinforce it- Celebrate the wins- Embrace it - your vision must be part of you Here are a few other notable quotes from the book:- "Vision is about what could be and should be, but life is about right this minute"- "If the followers don't get it, we probably haven't delivered the vision in a way that makes it get-able."- "If your target audience doesn't know what's at stake, the vision will never stick."- "What is the need or problem my vision addresses? and What will happen if those needs or problems continue to go unaddressed?"- "Vision should evoke emotion. And it's difficult to evoke emotion with an e-mail or a letter."- "We all need to be reminded why we are doing what we are doing. We need to be reminded what's at stake. We need to be reminded of the vision. And we need it more often than most leaders realize." These are just a few of the things you will learn from this book. I took so many notes from this short book that will help me with my upcoming vision casting. If you are in a leadership position or you have a message to get out, then this book is for you.

At the close of each year through the first few weeks of the following year, I prayerfully seek God's will and desire for our church. I find myself reading through the Scriptures with an intentionality of understanding what God has for the church in general as well as our church specifically in where we are located. God brings along books to me as well that are priceless. The latest book is *Making Vision Stick* by Andy Stanley. Having only read one other book by Stanley (*Visioneering*) -- and that was years ago -- I approached this book without much bias or even expectation. Yet I would highly

recommend this short book. He recommends three ways to help vision stick: \* Cast vision strategically: defining your vision \* Celebrate vision systematically: regularly rejoicing in the successes \* Live your vision continuously: putting your vision into practice in your own life. He goes on to note how the vision statement for the church must be simple and memorable. He notes how it is better to have vision statement simple and incomplete rather than complete but too long to remember. It is up to the leader to help those following him to see the vision the leader has embraced.

First off, I'll say that if you've read Andy's classic book Visioneering, then technically you have all the information presented here in chapters 7 & 8 of that book. What makes this book good is that: 1. You can read it in 30mins. 2. It's a great summary of all the key components for communicating vision covered in Andy's Visioneering book. 3. It's really small and therefore portable and easy to pass out to your staff or leadership team. Great little book. Highly recommend it. (but NOT in place of Visioneering of course)

I read this short little book after hearing about it on a podcast. It sure has my wheels turning about leadership and the role that I have in shaping the vision of my organization. That is the core blessing of this book. It'll be a great conversation starter with my team. You'll find it the same.

Excellent and practical ways to put in practice and see the best results of intelligent work towards the vision God give you

Very helpful and practical. Wish it expanded more about a talk I heard him give at LeaderCast. Nonetheless, very helpful.

I'm not a reader but I've been challenging myself to be a better leader in my personal, business, and ministry life. This was great information and my book is full of yellow highlighter. I'll be rereading it again!

Short, sharp, true to life, leadership principles. The old saying is that "brevity is the soul of wit." I like how I can either review one point, or quickly review all the points to keep the picture clear.

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