

Crafting Your Cast: From Mission to Vision

POP QUIZ: In a sentence or two, can you say what God is calling you to do – or at least the direction He has for you?

If you answered 'YES!,' then congratulations! You have your vision. And you can skip ahead to the neat little listicle below about how to effectively cast your vision.

If you answered, 'No. I don't think so. But maybe? I'm not sure,' then congratulations! You now have the opportunity to take your nebulous idea from infancy to a full-grown vision.

Your vision should take the purpose and mission of your church and reduce it down to a simple statement that guides your church. Much like an 'elevator pitch' in business – wherein you spark interest in what your organization does with a brief, persuasive speech in 20 seconds or less – your words act as an all-encompassing phrase that galvanizes and motivates your people in the right direction for your church.

And the right direction for your church – and the right vision – cannot be written from your will, but only from God's because remember this as you cast your vision: Leadership is a privilege; steward it well. Yours is a privilege that can take people to where you believe God wants to go.

So as you cast, make sure your vision is ...

Simple: Be clear about your vision. Over time, you'll learn how to communicate the vision clearly and when the vision is clear to you, you are able to clearly communicate it to others.

Solid: Make sure your vision is real and tangible; it is a vision that people can touch, see and become invested in personally.

Succinct: We live in a 'push-button-get-banana' world. The same is true when we cast a vision. So keep it brief – because it's not about how much you share, but that you share enough for it to be clear.

Stimulating: Your vision should inspire action. It should also cultivate a sense of ownership. If your vision can capture hearts, people will feel compelled to help you realize your vision.

If your vision is simple enough to understand, solid enough to believe, succinct enough to remember, and stimulating enough to inspire a shared ownership, your vision is ready to rally your people to a better future.

[Learn more about Auxano's Vision Pathway process.](#)

> [More from Church Community Builder.](#)