

Say It Again: You Can Never Repeat Your Vision Too Much

And again I say unto you, it is easier for a camel to go through the eye of a needle, than for a rich man to enter into the kingdom of God.

Matthew 19:24

I find it interesting that Jesus would have to say anything **again**. You would think that the Son of God wouldn't have to repeat himself for people to get the message. Once should have been enough.

But throughout the gospels there are instances where Jesus finds the need to say something **again**, and he then either builds on something he had said before or gives it a slightly different interpretation. It's the same essential message. Only expanded, clarified, or taught in a new way.

I think Jesus knew something that every leader has to grasp: **you can never repeat your vision too much**. There isn't a single leader who has cast their vision enough. No matter how many times you've said it, there's always someone out there who hasn't gotten it. Or someone who has lost it.

No one can hold onto any vision indefinitely without reinforcement and repetition. It doesn't matter how compelling it is. Was any vision ever more compelling than the one Jesus laid out? Yet even he found the need to say it **again**.

And you're going to need to as well.

People inevitably lose sight of why they're doing what they're doing. They get distracted by the practical realities of getting their work done. They lose the enthusiasm they had when the vision was fresh in their minds.

It happened to the disciples who were with Jesus day and night for three years. So it's definitely going to happen to people you see for only a few hours a day. Or in the case of pastors, only once or twice a week.

This doesn't mean you simply have to verbally state your vision or mission statement over and over to your people. **You can repeat yourself without being repetitive**. Find fresh ways to cast the same vision you have been casting for years. Explore new angles from which you can communicate the heartbeat of your church or organization.

You might have an incredible vision that has the potential to ignite passion in people's souls and move them into action. Be excited about it. Be thankful for it. Never compromise it.

But it isn't better than Jesus'. If Jesus had to repeat himself, what makes us think we can do anything less?

No matter how compelling your vision is, **say it again.**

Want to learn more about communicating your vision - over and over? [Connect with an Auxano Navigator and start a conversation with our team.](#)