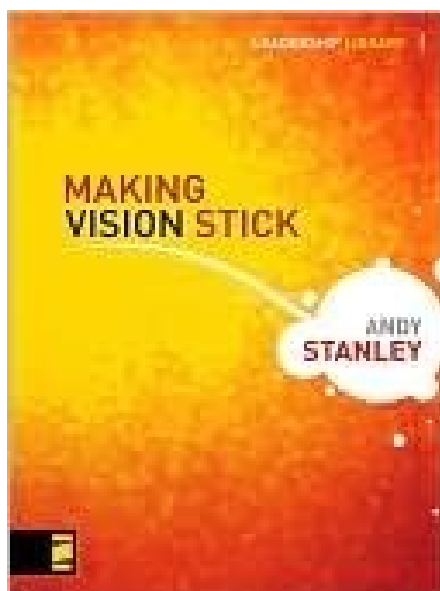




Making Vision Stick (Leadership Library Book 1)

Andy Stanley

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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.

Making Vision Stick (Leadership Library Book 1) Details

Date : Published (first published August 1st 2007)

ISBN :

Author : Andy Stanley

Format : Kindle Edition 80 pages

Genre : Leadership, Christian, Nonfiction, Business, Religion, Christianity

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Tommy Kiedis says

Andy Stanley's Making Vision Stick is a clear, concise guide to effectively communicating one's vision. If you've heard the talk, it helps to have the written format. Excellent.

Amanda Cotton says

This was a quick business book read, and it was engaging and readable. The narrator was personable and interesting.

From a business perspective- he was spot on with visions and making visions stick from a business perspective. But from a biblical perspective, there was one item that I cannot and will not agree with and am appalled it's a practice he endorses. It was a small sentence in the middle of a section on systematically celebrating when the visions do stick- it ruined the whole book for me as a read. Though I cannot argue that from a business perspective how all his points are applicable, I wouldn't hold this book up as a model for church building..

Chris French says

Whether you're a minister or CEO of a large company you have a vision for where you want your congregation/business to be. We've all thought about how to make our places more successful and drafted the proposals full of awesome ideas to make it happen...then we watched it go down in flames on occasion. Andy Stanley gives us some principles that will help our vision stick.

First of all we need to understand that our vision won't stick without our constant care and attention. We do that by making our vision (1) memorable. Make it simple. It's better to have an incomplete idea than a forgettable vision statement. (2) Our vision needs to fix a problem. We need to express to our members the problem our vision solves and what will happen if that problem continues to go unmet. (3) We need to repeat the vision regularly. Stanley does a 2-3 part sermon series on vision-casting in January, so he can play off people's New Year's resolutions, and in May when they enlist volunteers for the Fall. He even recorded a 12 minute monologue of him explaining the vision and handed it out to the congregation as they left for three Sundays in a row. They were asked to listen to it on the ride home. We need to cast our vision when the most people are able to be there (beginning of New Year makes sense) and when they're at their most attentive. We also need to put the vision absolutely everywhere!

(4) We need to celebrate the vision's success stories systematically. When someone does their part in accomplishing the vision celebrate it in a big way. The more eyes you have looking for these success stories the better so get the staff to tell stories about people hitting the mark and make a big deal out of it in the life of the congregation. (5) As the leader you need to embrace the vision personally. In short you need to live out the vision in your own life. Practice what you preach.

Stanley also gives some signs that your vision is slipping either from your mind or the people's. (1) Keep the

main thing the main thing. There are all kinds of good programs you can start doing, but they might hinder the effectiveness of your vision. (2) Notice what people are saying. Questions and complaints show what is important to people and what they're thinking. The stories they tell are ways to express spontaneous celebration. If people aren't asking the right questions or complaining about the right things they may have lost the vision.

I highly recommend this book. It's tiny so you can read it very quickly, but it's packed with helpful information on a subject most of us struggle with. He tells a couple of stories when he's talking about celebrating people who have lived the vision out that are awesome. This soldier is leading a boys small group Bible study when he gets called to active duty. He goes to Iraq, but calls each boy in his group to tell them how he's doing and ask about them. One of the boy's mothers sends Stanley an e-mail telling him how much this meant to her and her son. When the soldier gets back Stanley has him sit on the front row in his dress uniform. It's January so it's time for Stanley's vision casting lesson again so He talks about serving in the local church. Toward the end of the lesson he reads the mother's e-mail about this soldier, asks him to stand and invites everyone who is too busy to serve to come share their excuses with him. Awesome!

John says

Leadership training has become a real commodity, especially among Christian circles. Books, courses, and conferences about leadership have become commonplace, and although it could be argued that the Great Commission is, at its heart, a mandate to lead, one must ask the question: If everyone is leading, who, then, is following? Furthermore, not everyone makes for a great leader, a criticism which is usually met with some sentiment along the lines of: "Everyone leads in their own way, even if they don't realize it." Fine. As the kids like to say: "Whatever."

All of that having been said, for those who do have genuine leadership potential and/or find themselves in positions of leadership, there are some resources available which are better than others, and this thin volume by Andy Stanley falls somewhere in the middle. Not intended to be an extensive study, this book focuses not on casting vision, but on sustaining it over the long run and, as such, Stanley does a reasonably good job of providing a concise overview of a subject which he does know something about. It could even be argued that by paring his insights down to a bare minimum, he distills his subject in such a way that the essence is delivered without any filler or padding, which is a frequent fault of other books about leadership. In short, a reasonably tasty hors d'oeuvre, as opposed to a full, but bland, meal, although perhaps not enough substance to satisfy greater appetites.

Jamie Pennington says

A very short quick easy to read book on the basics of visioning. I would recommend the book as really a good refresher. Keep the main thing the main thing.

Darci B says

Great quick read to empower you in leading your team.

Maui Rochell says

Short but concise read. I first read Visioneering this summer and it changed the way I think about vision. I had a clear vision for this year and the challenge is how to make those vision stick. This book states practical yet powerful principles on how are you going to make your vision stick. How will it be remembered? How will it last? It's such a timely reminder for me as well because it's not so hard to get lost in the process and forget about your vision.

Joey Schwartz says

Takeaway: 5 ways to make vision stick:

1. State the vision simply. "It is better to have a vision that is incomplete and memorable than to have one that is complete and forgettable."
2. Cast the vision convincingly. "If you haven't defined the problem, determined a solution, and discovered a compelling reason why now is the time to act, you aren't ready to go public with your vision. It won't stick."
3. Repeat the vision regularly. "To make [vision] stick, you need to find ways to build vision casting into the rhythm of your organization."
4. Celebrate the vision systematically. "What's celebrated is repeated. ... Celebrations trump motivational speeches every time."
5. Embrace the vision personally. "If you say you believe in something, live it out. And live it in a way that the people around you can see it. That's not arrogant. That's liberating. It frees others to join without reservation and without suspicion."

Quote: "If God has given you a picture of what could be and should be, embrace it fully and refuse to allow the busyness and urgency of life to distract you."

5/5: For what it is -- a short, practical guide on vision -- it's as good as it could possibly be.

Gordon Mckinlay says

A very quick read for anyone in leadership.

Rich says

Quick read from one of the best leaders on the planet. How do you effectively build understanding and ownership of your vision throughout your organization? It's a 30-minute read that you'll refer back to for years. It's a must-read.

Travis says

If you are trying to cast vision for your team and think they don't get it. Read this book. It is helpful for casting vision and getting people to understand. It isn't a one time thing to share your vision.

Rand Hall says

A booklet, really. Solid stuff on making vision stick. I'm not sure if there's much value in this outside a larger conversation about vision.

Caleb Nedimyer says

Personal thoughts on "Church leadership" books is that people try to run the church like a business, but the church is not a business. The principle of repeating what is most important is key however to a church otherwise you do lose what is most important - Jesus.

Brett says

Vision leaks: "vision doesn't stick without constant care and attention" (12). Insightful and concise, Stanley offers five practices that give life and staying power to an organization's vision: state vision simply, cast vision convincingly, repeat vision regularly, celebrate vision systematically, and embrace vision personally. In closing, Stanley outlines a few immensely helpful indicators that vision is leaking. A must read for all leaders - A

Valerie Wiggins says

Very good concise book. If you need to understand how and why to make vision stick, this is your go to!
