

# VISION LIKE A VIRUS

HOW DO YOU CREATE MOMENTUM WITH LEADERS?  
ONE VOICE 2014

## INTRODUCTION (10:00AM – 10:05AM)

My name is Brent Colby,

I am the CM Director in the Northwest

My wife is an amazing woman, mother and NICU nurse

I am honored to lead this discussion today

## OVERVIEW

Here is a quick breakdown of our discussion today

First we take a look at the proposition:

What is vision?

And why should it be like a virus?

Second we will look at our guiding question:

“How do you create momentum with your leaders?”

Finally I want to share three ways to ensure contagiousness

## VISION AND VIRUS

### WHAT IS VISION?

What is a vision? Not a *vision statement*, but a *vision*?

An image of something, or the ability to see something.

Quick exercise: envision arriving at home.

What is the first thing you see?

Tell the group.

Which one of these visions resonated with you?

Why? Because you could see it too.

Vision sharing requires other people can see what you see.

What happens when other people cannot see your vision?

How can we effectively share a new vision with others?

We have to paint the picture.

We have described the vision of a location.

Someone share with me a different type of vision

Describe how your family will feel when you get home.

Here is another vision:

The Seahawks will defeat the Bronco's

In an ultimate display of sportsmanship and ferocity.

Was that a place? A feeling? No, I described an event.

Could you see it?

Why or why not?

Shift now to our use of vision in a ministry context:

We have to show people a picture of our goal

Do everything we can to help them understand the image

It must be easy to understand and convey meaning

Your vision for something must express why that thing exists

Not how you intend to do it

Or what it is

Simon Sinek wrote a book called Start with Why

Buy it and read it next week.

Here is the major premise.

You don't move people by telling them what and how

You move them by saying why, how, and then what

(draw the circle)

OK, that is enough on vision

## WHY A VIRUS?

Why would we want our vision to be like a virus?

Because it is contagious

It spreads from person to person

What good is your vision if no one else ever hears it?

It is important to share a shareable message because

This is the only way to lead beyond your immediate

Sphere of influence

How many individuals can you share your vision within a week?

2-3 a day? How long does it take to get someone excited?

How big are your teams?

How big is your event?

What are the qualities of a contagious vision?

One that is easy caught and easily passed on to others...

## CREATING LEADER MOMENTUM

OK, this is a perfect transition point.

Momentum is a combination of speed, direction, and mass.

Increasing leader momentum then refers to:

Growing a larger group

Moving them in the same direction

At an increased rate of speed

“How does your vision create momentum with your leaders?”

How does your vision grow the team?

How does your vision move them toward the same thing?

How does your vision increase their rate of speed?

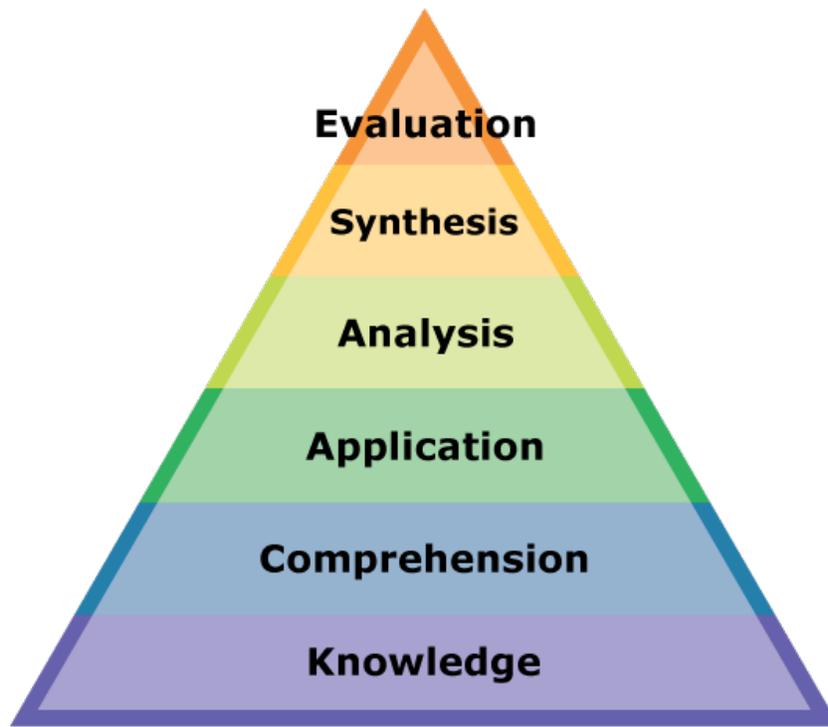
## BASIC RULES OF VISION CONTAGEOUSNESS

It has to answer the question why.

It has to be easily remembered, understood, and applied.

It must paint a picture that people get excited about.

Others must be able to share it.



## QUESTIONS ABOUT CONTAGEOUSNESS

What is your vision for your camp or event?

Do other people know what your vision is?

How can you tell if they know?

How did your team hear about your vision?

How will other people find out?

What does it look like for others to get excited about vision?

How do you get people to tell other people about your vision?