

# Articulating Vision Proper

## Spider Diagram

**Common Denominator**

Do I build an emotional connection based on shared history?

**Burning Platform**

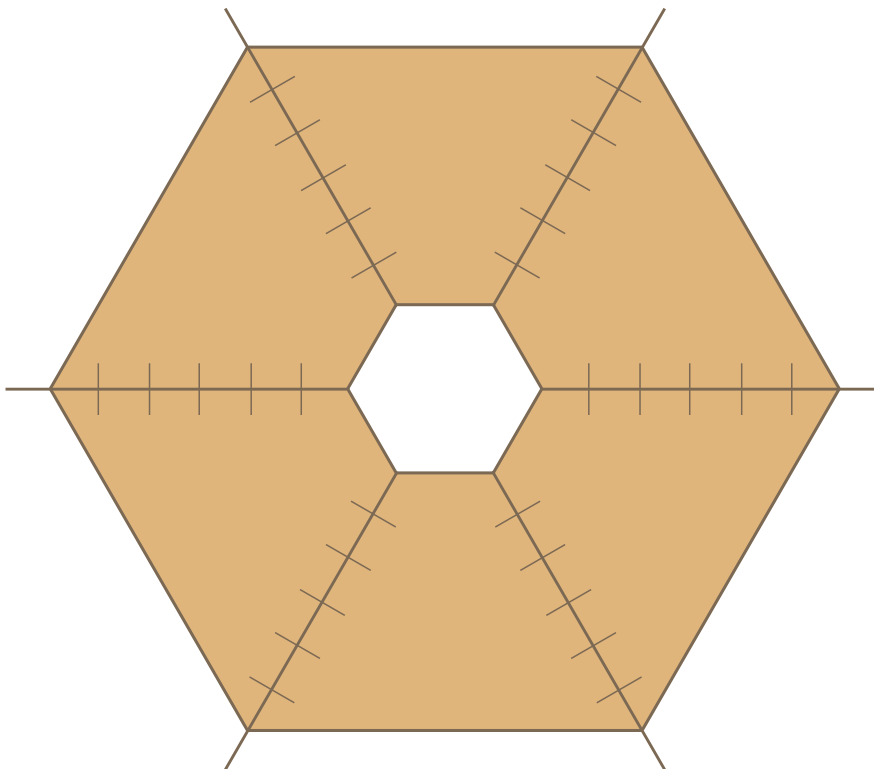
Do I frame the larger need and speak to the fear of loss?

**God Smile**

Do I clarify my biblical basis and show how God's heart is pleased?

**Golden Tomorrow**

Do I promise a better world in which people will want to live?



**Mind Stretch**

Do I enlarge faith and challenge the imagination with audacious, God-sized goals?

**Wake-up Call**

Do I create urgency and induce action?

