



# **Articulating Vision Proper**

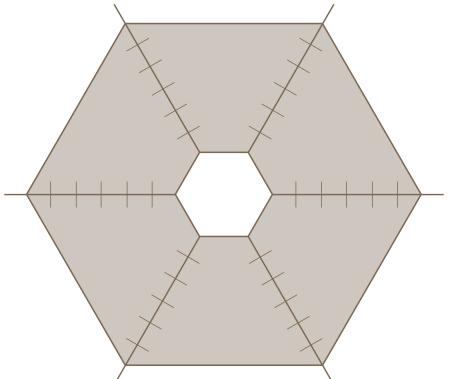
Spider Diagram

## **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?



## **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, Godsized goals?

## Wake-up Call

Do I create urgency and induce action?









**God Smile** 

Do I clarify my

biblical basis and

show how God's

heart is pleased?