



## NOTES – Session 5

### **“Casting a Compelling Vision”**

Vision casting will always include an element of waking people out of their apathy. Vision casters rarely bring new information to the table. What they bring is an impassioned concern about an existing problem. They bring fresh eyes. –*Visioneering*

To make your vision stick:

1. State it \_\_\_\_\_.
  - Memorable is portable.
2. Cast it \_\_\_\_\_.
  - Define the problem.
  - Offer a solution.
  - Explain why and why \_\_\_\_\_!

*Position and present your vision as the solution to a problem that must be addressed immediately.*

3. Repeat it \_\_\_\_\_.
4. Celebrate it \_\_\_\_\_.
5. Embrace it \_\_\_\_\_.

Conclusion:

1. Vision has no \_\_\_\_\_.
2. Vision requires constant care and attention.