

3 - Develop the Vision for Change

Step 1: involved raising the problem and convincing people that it exists

Step 2: involved gathering people who share the view that there's a problem that needs addressing

Step 3: identify and clarify exactly what you're going to do and how you're going to communicate it

1. Widen the Choice

- Proposal A.
- Proposal A and Proposal B.
- Proposals A, B & C.

2. Find the Feeling

- Is it being part of something that matters?
- Is it being a certain type of person?
- Is it wanting to please God and hear him say 'well done good and faithful servant'?
- Is it the joy of seeing lives radically transformed?
- Is it a feeling that they used their life well and didn't waste it?
- Is it the thrill of being a pioneer?

The key question to answer is, 'what's the feeling that will drive people to embrace and implement the change?'

- Thinking without feeling is inadequate
- Feeling without thinking is inappropriate
- Thinking with feeling is impetus or inspiration

Craig Hamilton puts it this way,

‘You present the evidence – and that’s important because your goal isn’t to manipulate – and that evidence causes people to feel something. What they feel might be shock at the depth of the problem or excitement at the possibility of a healthier process, but either way the evidence hits people at an emotional level. If you appeal only to logic, you will have direction but no motivation’.

Wisdom in Leadership p463

3. Craft the Pitch

Conclusion