

Casting Vision: The Only Communication Principle You Need to Know

Communicating in a way that captures attention and inspires action is an art. And there's one communication principle that effective communicators understand when it comes to conveying their thoughts effectively.

Because communication can be messy. It can be complicated. And in many ways, it can't be controlled as no one can completely anticipate how another person will hear, interpret, and respond to what you say.

Perception is reality, after all.

And communication becomes even more complex within organizations like churches. Pastors or senior leadership may be inclined to jump straight to the 'what' after defining the 'why' when casting their vision without really taking the time to strategically think through the 'how.'

The 'how' is just as important – if not more – than the 'what.' And the effectiveness of your communication as a leader is directly related to your effectiveness in communicating your vision's 'how.'

Learning to communicate your vision's 'how' can be difficult because people listen and learn differently, and this is where a lot of leaders struggle. They'll communicate the same way with their staff as they do their congregation or even their family – but the way you communicate with some audiences doesn't work with others.

There are two ways to ensure that your 'how' connects with each of your audiences:

1. Diversify your 'how.' Because people listen and learn differently, create multiple channels to communicate your message. Diversify your methods to determine which ones work best for each audience. There is no one-size-fits-all when it comes to casting the 'how' of your vision.
2. Keep it simple. You may understand your point because you've thought it through for a while. But it may not be that obvious to others. Break down the details to help people understand your message as clearly as you do.

By diversifying the way you communicate and keeping your message simple, you'll be able to focus on your 'how' – and then the vision you communicate will start to make a difference in those who hear it.

[Learn more about casting vision; connect with an Auxano Navigator today.](#)

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