

Volume 34: IMPLEMENTING STRATEGIC DIRECTION
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TWO VIEWS OF VISION

by Lovett H. Weems, Jr.

Director of Lewis Center for Church Leadership at Wesley Theological Seminary

What kind of vision helps a church find its way forward? Lovett H. Weems, Jr., says a vision needn't be grandiose, nor is the process necessarily linear. Drawing on Margaret Wheatley's "circular" understanding of vision, he explains that



visioning can involve a series of small, next-step visions that become a field of energy from which a larger vision emerges.... [More](#)

VISION IN ACTION

by Brian Zehr

Co-Founder and Leadership Architect of Intentional Impact

Vision is a snapshot of the future that allows leaders to engage people into forward movement. The snapshot shows why movement is needed and what the results will be as you move forward. If you are going to grow as a leader, then your ability to see, and let others see, needs to grow as well. The bible teaches us that without a vision the people perish. It's true. ... [More](#)



WHEN THE RUBBER MEETS THE ROAD

by Dave Zietlow

President and Lead Coach of DPZ Leadership

Recently the pastor of a growing and healthy church reflected in a meeting that "Our church has worked through a process of evaluating what we are good at and where God has blessed us. We have prayed about this thought about where we feel God is leading us to fulfill needs in our community. Now we need to implement that strategy and we don't see many examples of how to successfully accomplish that task!" ... [More](#)



THE 8-STEP PROCESS FOR LEADING CHANGE

by John Kotter

Co-Founder of Kotter International

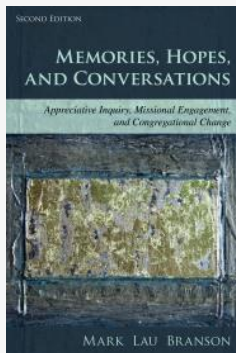
Regarded by many as the authority on leadership and change, John P. Kotter is a New York Times best-selling author, award winning business and management thought leader, business entrepreneur, inspirational speaker and Harvard Professor. His ideas, books, speeches, and company... [More](#)



Readings Related to Implementing Strategic Direction found in the LEAD website resources.

MEMORIES, HOPES, AND CONVERSATIONS

by Mark Lau Branson



Memories, Hopes, and Conversations is a powerful resource that introduces readers to Appreciative Inquiry - a transformational organizational change process that focuses on the strengths of a group. The second edition has been revised and expanded throughout, featuring important new materials on leadership and missional frameworks, as well as five chapters from pastors describing the transformational experiences of their churches and neighbors using Appreciative Inquiry. ... [More](#)

BEING A STRATEGIC LEADER IS ABOUT ASKING THE RIGHT QUESTIONS

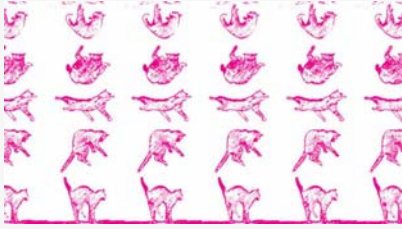
by Lisa Lai



If you asked the world's most successful business leaders what it means to "be strategic," how many different answers do you think you'd get? Consider this number: 115,800,000. It's the number of unique links returned when I searched online for "strategic leadership."... [More](#)

THE BEST STRATEGIC LEADERS BALANCE AGILITY AND CONSISTENCY

by John Coleman



As a former consultant, I have a deep and abiding love for the use of 2x2 matrices in business strategy. My favorites are those that highlight two factors that seem, at first glance, in conflict. I find these particularly relevant to personal development, as individuals often must resolve the tensions between competing values and traits and must carefully monitor their own strengths so those strengths don't lapse into weaknesses. ...[**More**](#)

4 WAYS TO IMPROVE YOUR STRATEGIC THINKING SKILLS

by *Nina Bowman*

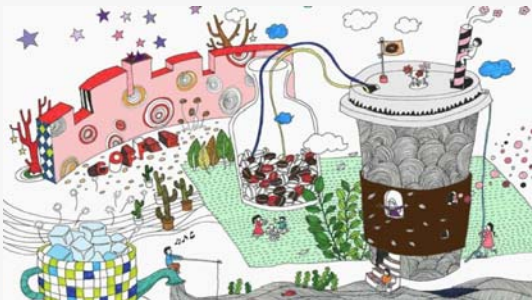


If you've ever received feedback that you "need to be more strategic," you know how frustrating it can feel. To add insult to injury, the feedback rarely comes with any concrete guidance on what to do about it. One of my coaching clients, Lisa, a vice president of HR, was in this situation and explains, "I was just told to think bigger picture and to be more strategic. It felt like I had been given the definition of a word by using the same word. It just wasn't helpful."

So what specific steps can you take to be more strategic in your current role? ...[**More**](#)

HOW STARBUCKS' CULTURE BRINGS ITS STRATEGY TO LIFE

by *Nina Bowman*



In most organizations, culture and strategy tend to be discussed in separate conversations. Executives know that culture is important and that a negative culture can hurt company performance, but they often don't know what to do about it. Or they attempt to improve the situation by launching a culture initiative to "make the workplace more positive." What most executive teams typically fail to do is to connect the company's culture with how the company makes its strategy work. ...[**More**](#)

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