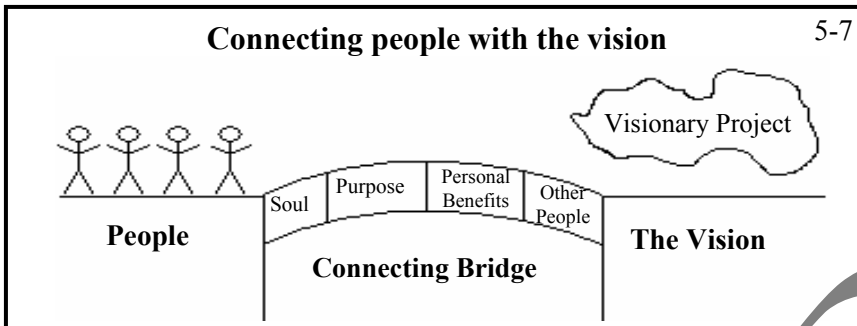


**5. Connect people with your vision.**

Your communication must connect people with your vision.



Show slide 5-7.

**a. Connect with people's soul.**

You must connect with a person's entire soul, which is their mind, will, and emotions.

- Mind – good sound reasons to join the vision.
- Will – conviction to choose to join the vision.
- Emotion – touching their heart at a deep level.

Remind your group that people are very diverse and each of these areas will be of different importance or priority to them. Yet it is still important to connect with the whole person.

**b. Connect with people's sense of purpose.**

You must connect with people's sense of purpose or passion.

- People desire to be part of something bigger than themselves. Help them see how they can make a positive difference by joining the vision.
- Identify with what stirs their heart. What do they laugh, cry, or sing about? What do they dream, plan, or talk about?

Remind your group that people want to be used by God and as you connect with their sense of purpose you will gain a loyal partner for the long term.

**c. Connect people with the personal benefits.**

Most people rarely do anything until they can sense the personal, measurable benefits of partnering with your vision.

- People ask the question, "What is in it for me?"
- When doing God's work, the main benefit is pleasing and honoring Him and receiving spiritual blessing in return.
- The benefits may include opportunities to minister, serve, or grow personally.
- The benefits may bless your family, marriage, or work.

**d. Connect people with other people.**

Connecting people together cultivates an atmosphere of like-mindedness and kindred spirit. This builds momentum to create a "critical mass" of people who support the vision.

- Good leaders create a sense of destiny, family, and militancy in the people they lead.
- Good leaders build high morale, positive peer pressure, and forward momentum.

Remind your group that momentum (which is the fruit of people connecting with other people) is one of the most important forces needed for success.