

John C. Maxwell's **10 Elements of Successful Vision Casting**

- **Clarity:** brings understanding to the vision (answers what the people must know and what I want them to do)
- **Connectedness:** brings the past, present, and future together
- **Purpose:** brings direction to the vision
- **Goals:** bring targets to the vision
- **Honesty:** brings integrity to the vision and credibility to the vision caster
- **Stories:** bring relationships to the vision
- **Challenge:** brings stretching to the vision
- **Passion:** brings fuel to the vision
- **Modeling:** brings accountability to the vision
- **Strategy:** brings process to the vision

From: **17 Indisputable Laws of Teamwork**, by John C. Maxwell. For more information on Maxwell's work, visit <https://www.johnmaxwell.com/>.