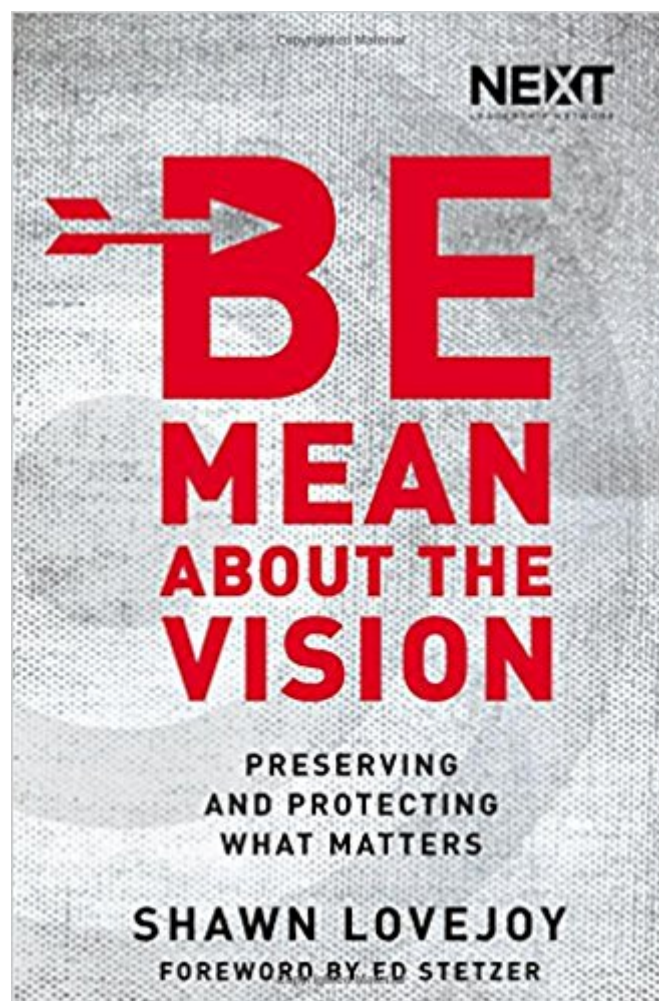




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# Be Mean About The Vision: Preserving And Protecting What Matters



## Synopsis

Why would a leader ever want to be mean? It's all about the vision. Almost every organization has a vision, but few stick to it over time. Even after short-term success, visions tend to blur, drift, and fade. Why does this happen? Accomplishing the vision requires intentionality. It requires consistency. It requires commitment. It requires courage. In *Be Mean About the Vision*, author Shawn Lovejoy challenges leaders to stay true to the vision—regaining and sustaining its trajectory over time. Lovejoy offers a proven strategy for relentlessly protecting our organization's guiding vision: Develop a vision people are willing to die for Keep the vision alive in us Align everyone around the vision Keep the vision from being compromised or even hijacked One thing is certain—if our church or organization is going to accomplish its mission, we're going to need to be: Determined. Resolute. Intentional. We're going to need to be willing to do whatever it takes to keep the vision from being detoured or derailed. Where there is no vision, people perish. They wander off in random directions. On the flip side, when everyone understands and embraces the vision, there is life, passion, growth, and success! And God will be glorified. As a leader the kindest, godliest, thing we can do is *Be Mean About the Vision*.

## Book Information

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## Customer Reviews

Shawn Lovejoy is directional leader for [CourageToLead.com](http://CourageToLead.com) and former leader of Mountain Lake Church and [churchplanters.com](http://churchplanters.com). He loves coaching. He loves coaching leaders and pastoring pastors and working with teams as they navigate their way through the vision. Shawn consults,

coaches, and speaks to leaders all across the country about all things vision and team. He currently lives in Trussville, Alabama, (a suburb of Birmingham), with his wife Tricia, and their three kids, Hannah, Madison, and Paul. Â

If weÃ¢ÂÂre not intentional about the vision, we will lose it. We will end up going somewhere we donÃ¢ÂÂt want to go and becoming something we donÃ¢ÂÂt want to become, according to Shawn Lovejoy in this book. On the other hand, maintaining the vision over time leads to success. Everyone starts out with a vision, but few finish with one. This book aims to describe how to finish with vision. The book describes the importance of vision for Christian ministry, and church leadership in particular. Aspects of vision discussed include:Ã¢ÂÂ How to have a holy wrestling match to discover your God-given visionÃ¢ÂÂ How to keep the vision alive in yourself and in othersÃ¢ÂÂ How to identify a vision hijacker and keep the vision from being hijackedÃ¢ÂÂ How to get things back on track when the vision is not working outÃ¢ÂÂ How to finish well and release the vision to a new leader gracefully Many of the authorÃ¢ÂÂs concepts will be familiar to those who have previous familiarity with the work of Bill Hybels and Jim Collins, but the book as a whole provides a new perspective on the vision lifecycle of a church leader. I found the advice on finishing well to be particularly helpful, and I would warmly commend this book to any church leader.

This is a book I wish had come out sooner. It would have kept me out of a side trip and distraction from the vision. So much truth here. I serve a growing and recovering church and we will use it with our vision team. But beyond Church work I do quite a bit of Coaching and this will be a must read for some of my coaches. Dig deep. Look at the questions and the summaries. They are helpful in focus, imagination and in doing the work of keeping your vision growing and protected. added 4/21/17 I have bought multiple copies of this book over the past year, given them out, used them with people and groups I am coaching. I intend to keep on using this book as a resource and remain very happy Shawn took the time to write this book.

"Be Mean about the Vision" is one the best leadership books I've ever read. Shawn lays out a practical and profound framework for building a healthy organization by creating a healthy culture, preserving core priorities and "being mean" about protecting the vision. The book doesn't actually promote meanness at all, but rather, a tenacity in preserving and protecting what matters most. This book won't just make you a better leader; I believe it could give you more tools and focus for excelling at every aspect of your life (your relationships, your health, your faith and your finances).

These principles are portable to other areas outside of traditional leadership. Here's the bottom line...READ THIS BOOK! You'll be glad you did.

This is the book you want to read if you are truly serious about pursuing and preserving the vision for your church. Shawn Lovejoy writes about what it takes to stay laser-focused on living out the vision. One of THE most important discussions in the book concerns how to handle unintentional and intentional vision hijackers. Every pastor will encounter these situations and will need to know how to handle them effectively. Shawn provides a roadmap to help you navigate these challenges. There is a much more in the book that will help pastors stay the course when it comes to keeping the vision front and center. It's a relatively quick read and full of practical application. Should be required reading for every pastor.

Too often books give some general ideas or "best practices" to follow, but not this one. It gives guidance you can use TODAY to find, keep, refresh, reinvigorate, and spread the passion for the vision you have for your organization. It applies to companies, churches, teams, families, marriages, and even personal life planning. The book gave me permission to wrestle to find a vision and reinforced that sometimes vision doesn't just fall into our laps. I especially appreciated how authentic the author was and his willingness to share mess-ups, successes, and lessons learned. Decided to buy two books to give away. Definitely worth it.

Awesome book! I read it in a couple of days and will refer back for sure over many seasons. This book is a great resource to any leader. Shawn does a great job giving practical solutions as well as honest successes and failures through the years. You will find he covers just about every area you will face in your organization as you wake up each day to accomplish the vision God has put before you. Don't miss this one. Whether launching a new vision, aligning the one you received years ago or planning for the future- this book will bring clarity and wisdom to your situation.

This is one the most practical church leadership books I have ever read. As a senior pastor, it has helped me in numerous ways. However, the main reason I champion and reference Shawn's insight in *Be Mean About The Vision*, is the huge impact it has had on our staff and leaders. I see our team grasp the idea of vision and mission in ways that no other material has offered. They understand it better. They grasp the urgency of it. They have hands-on practical ways to lead their teams. They see the "why" behind "how" we do things - in a very clear way. It is a priceless tool for growing the

leaders around you. Walk through this book with every staff member, team leader, and future leader you have.

Shawn Lovejoy's newest book, "Be Mean About The Vision" is a wonderful book addressing all the stages and aspects of vision and why it's so important. While I am sure that this book will find its target audience within the leadership of the church community, it really is for anyone involved in leadership. As a corporate leader, I can already see how everyone who leads will need to "Be Mean About Their Own Vision". Why is vision so important? If that is your question today then I would encourage you to read this book. Great book!

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