



Be Mean About the Vision: Preserving and Protecting What Matters

Shawn Lovejoy

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Almost every organization has a vision. Few ever accomplish it. Even after short-term success in it, fewer stay true to it over time. *Be Mean: Relentlessly Protecting the Vision* is about regaining or sustaining the trajectory of the vision over time. It's about staying true to the vision. Lovejoy explains that this requires understanding the importance of vision, developing a vision we're willing to die for, and keeping the vision from being compromised or even hijacked.

Though many books have been written on the subject of developing mission or vision statements, there have been few written on how to sustain or protect the vision over time. Shawn has dealt with hundreds of leaders in ministry and has seen countless struggle with keeping everyone on board with the mission and how to align the rest of the organization with the vision. Shawn Lovejoy walks the church leader through the experiences that have taught him to *Be Mean*, and shows us a strategy of *Relentlessly Protecting the Vision*.



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