

5 Characteristics of Organizational Impact

Characteristic	Action	New Behavior
1	Increase Urgency	People from within the church start telling each other, "We can't stay here."
2	Embrace the Vision	People begin to hear the vision, buy into it, and it shows in their attitude.
3	Celebrate Short-term Wins	Momentum builds within the church as people carry the vision, while fewer and fewer resist change.
4	Don't Let Up	People make wave after wave of impact as the church vision is fulfilled.
5	Make It Stick	New and winning behavior continues despite the temptation to revert.