

CREATING A VISION THAT INSPIRES

THE TODAY'S LEADER
PODCAST EPISODE 472 KEY
TAKEAWAYS

Key Points

1. Why a Vision Matters

1. **Purpose and Direction:** A vision clarifies the "why" behind your team or organization's efforts.
2. **Unity and Alignment:** It creates a shared understanding of the end goal, minimizing confusion and uniting efforts.
3. **Motivation and Energy:** A compelling vision energizes teams and inspires them to work toward a meaningful goal.

2. Steps to Create an Inspiring Vision

1. **Make It Clear and Concise:** Avoid jargon; ensure it's easy to understand and remember.
 1. Example: "We're transforming the way people connect with technology."
2. **Be Bold and Ambitious:** Challenge and excite your team with a vision that pushes boundaries.
 1. Example: Tesla: "To accelerate the world's transition to sustainable energy."
3. **Make It Meaningful:** Tie your vision to a greater purpose or impact.
 1. Example: "We envision a world where every child has access to quality education."
4. **Collaborate With Your Team:** Involve your team in the vision-setting process to ensure alignment and buy-in.
5. **Communicate It Often:** Reinforce your vision regularly across different platforms and interactions.

3. Real-World Example

1. Walt Disney's vision: "To create a place where families can have fun together." This vision inspired not just a theme park but a lasting legacy.

WORKSHEET

1. Step 1: Reflect on Your Current Vision

Write down your organization or team's current vision: Is it clear and concise? Does it inspire bold action? Does it connect to a meaningful purpose?

Step 2: Brainstorm a New Vision

Use the prompts below to craft or refine your vision: What problem are we solving, or what impact are we creating? How do we want people to feel when they think of our work? What legacy do we want to leave behind?

Step 3: Collaborate with Your Team

Host a vision-setting workshop using these activities: Ask team members to describe what success looks like in 5 years. Brainstorm phrases that capture shared values and aspirations. Vote on the most inspiring vision statement.

Step 4: Test and Communicate the Vision

Test your new vision with these questions: Does it excite and energize team members? Can everyone easily understand and remember it? Share the vision in team meetings, emails, and visual reminders like posters or dashboards..