

5 Top Tips: Creating and sharing a business vision

Every leader needs to possess and share a clear, relevant and inspiring vision.

Whether you are heading up the organisation, function or department, a future focused vision that encapsulates company mission and objectives - and enables the alignment of business strategy and operational delivery – is critical to focus the hearts and minds of your colleagues.

Getting people to understand and relate their own work to your vision is a critical measure as to whether what you're doing is working. During a tour of Cape Canaveral during the Apollo space programme, President John F. Kennedy spotted a janitor sweeping up on the launch pad. JFK asked the man what he was doing that day. His response? *"Putting a man on the moon"*.

Whilst we don't all possess the charisma that's often associated with an inspirational vision, there's plenty that you can do to share the future, liberate initiative and energise activity.

Here's a small selection of suggestions to help you develop visionary thinking. These are taken from our Executive Development Guide – our library of over 200 practical development ideas specifically designed to assist senior managers and leaders develop in critical areas.

- **Examine** the vision of a successful business. Evaluate how it links the business' specific objectives and targets, as well as to the core values that govern how the business operates. Does it paint a picture in simple language to help others understand the 'greater good'?
- **Create** a vision for your sports team or social group. Show it to another member and ask them for their immediate reaction. Review what this means for writing your business vision.
- **Spend** time with your PR or marketing team to explore the societal trends that they are incorporating within their communications. Consider how these trends will impact on the business over the longer term.
- **Ask** your team members to write down anonymously what they feel the vision of the team is. Use this insight to ensure that you're communicating your vision clearly.
- **Improve** your vocabulary by keeping a notebook to record useful words that you hear from others and want to start using in your own speeches.

Focus: Try out the options that are most interesting and relevant for your learning style. Put in place a simple development plan with a clear objective, actions and deadlines for activity.

Build: Discuss your successes and issues with a trusted colleague or friend, and reflect on how your own personal strengths can support you in developing in this area.

Safe: Test out your new skills in a safe environment and get some feedback.

Launch: Share your vision, check out the impact and learn from the experience.

Our leadership tips are published every month. Register on our website and we'll send these through to you automatically.

Good luck with your development!