

## Vision to Die For - How Do You Create It?

### Dear Small Business Owner:

At a recent Leadership Conference I attended, one of the topics that was presented was "Creating Vision People Will Die For." A reason this topic is critical in today's world is because employee's expectations have changed in how they prefer to see company vision established.

We all want to have engaged, passionate workers but the challenge is how to accomplish this. There are 2 main ways to go about creating vision in a company. There's the "Mountain-top Approach" and the "Team Approach".

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### Style 1- Mountain-top Approach



The first style, the Mountain-top Approach is forming vision by having it come down from the head of the company. This is an older style approach, and is definitely easier and faster because it only involves 1 person. But the downside is it creates very little buy-in and ownership from the rest of the organization. People generally feel like they're getting something "shoved down their throats." Employees are generally not motivated by this style today.

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### Style 2-Team Approach

The second approach to vision casting is using the Team Approach. The owner with the leaders of the company, are all involved in setting the vision and incorporating feedback from the staff.

So, how do you get the Team Approach accomplished? It may sound like this method could be chaotic. It might be but it's up to the leader to guide the process and establish a framework for the efforts.



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## Steps to Implementing the Team Approach



Likely steps to follow in working on a vision with a team are:

1. **Vision Formation**-Ask your senior leadership group to be thinking about and then meet to discuss what the company should look like in 5 years. This will consider a lot of factors: company capabilities, market factors, industry growth, financial impacts, and labor market. From this session, a first draft of the vision should be created.
2. **Vision Refinement**-Take this first draft to other constituencies that are part of your company-your stockholders, your suppliers, your customers. What do they see in it that excites them, scares them, or might be confusing to them? From these discussions, produce a subsequent draft
3. **Vision Declaration**-Test drive the message to the rest of the organization. Have the leadership team be part of the presentation so all can say this is what "the leadership team is recommending as the vision." Make sure the presentation is clear, its challenges are strong, and its message is encouraging.
4. **Vision Execution and Reminders**-Help your teams follow the vision for the company by setting team and individual goals that are in-line with the vision. Repeated sessions on the vision will be needed to reinforce and remind people where the company is headed. People will forget; they'll get caught up in day-to-day operations. You can remind them by----
5. **Celebrating Progress**-Pull the team together to mark milestones of progress. Tell stories of success that teams have had. This will create emotional connections and provide buy-in

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OK, so maybe you aren't looking for your employees to die for the company! But, have you painted a picture of your company that people can get passionate about?

Wise leaders know that the single most telling sign that followers will follow their leaders is the extent to which you as a leader OWN YOUR VISION. They will know when it's authentic; they can smell it. Then they'll be likely to follow it. So, as a leader, make sure you've bought in first.

If you need help doing this with your organization, call Alpha Business Coaching. We can help you help your team see the future clearly!

Sincerely,

Lynda Hess, Business Coach  
Alpha Business Coaching

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