

FROM THE VAULT: Vision Is a Team Sport

EVERYONE IN EVERY ROLE IS RESPONSIBLE FOR CARRYING THE VISION.

Consumers have more control and credibility than ever before; they have unintentionally become vision carriers for the organizations they value. It's essential to communicate care for consumers through a carried-out vision. These individuals will never be in the vision-casting meeting with the CEO; the only way they will understand the vision is to see it carried out by those on the front lines.

DO YOUR CUSTOMERS KNOW YOU CARE?

What systems have you put in place to communicate that you care?

3 REASONS LEADERS FAIL TO SHARE THE LOAD OF VISION

They don't have a castable vision.

Vision must be crystal clear. If the vision is unclear for the primary communicator, then it will fail to translate as it moves through the organization.

They confuse role and responsibility.

There may be a point leader who calls the shots and casts the vision. But it is everybody's responsibility to move the vision forward.

They have not yet experienced the thrill.

The thrill and joy of leadership is watching another leader cast a compelling vision and then watching it work without you.

VISION CASTER



VISION CARRIER

Start where
you are.

Use what
you have.

Do what
you can.