

3 Tips To Harness Your Business's Vision

1. Make your vision compelling and meaningful

- > A vision needs to portray a situation that is *different* and *better* than today, because if it's not significantly different and aspirational, then it's just an observation of today;
- > A reasonable time frame (i.e. 2 to 4 years). This will allow accountability as well as making the vision more tangible;
- > Financial success is not enough of an inspiring vision. Articulating an aspiration that will benefit more than the company and the individual will have a greater chance of appealing to people's values, which will build a stronger alignment;
- > Focus on winning the hearts and minds of the most influential people in your organisation (this is not limited to senior management);
- > Allow people to frame the story in their own way. This will help spread the vision and give it more credibility.

2. Make it easy to follow

- > Reward and recognise early adopters of the vision and those that share your passion;
- > Link behaviour to rewards & consequences;
- > Build the right structures, processes and systems that will support people to achieve the vision;
- > Acknowledge that not everyone is up for the ride and you may need to refresh the talent pool;
- > Equip people with the tools and resources to achieve the vision that increases both the technical and relational skills required.

3. Take the Lead

- > The senior leadership team need to be transparent with their own experience of striving to achieve which includes how they react to failure as well as celebrating success;
- > Make a big deal of symbolic acts and celebrate wins.

Questions? Call or [email](#) Ghafur Barchia or your Altus Adviser.

The team at Altus.

