



# HOW TO INSPIRE YOUR TEAM WITH A NEW VISION FOR YOUR COMPANY

# CULTIVATE A NEW VISION THAT FITS TODAY'S CULTURE

## **A team vision statement is a...**

A short sentence or tagline that defines where you want to go

An expression of your future state of being

A theme that inspires and connects people

A common view of how things should be



# YOUR FUTURE STATE

## 1. Define Your Future State

Ask your team to define the perfect state of being, and then write it down in the present tense. Why do you exist? What's your purpose?

Examples: Microsoft: "A computer on every desktop."

"Nike: "To bring inspiration and innovation to every athlete in the world."

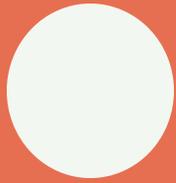
Apple: "A computer in the hands of everyday people."

Charles Schwab: "Helping investors help themselves."

Disney: "Make people happy."

Google: "To provide access to the world's information in one click."





# MEMORABLE

## 2. Make it Memorable

A team vision is written as a short sentence or statement.

And it should inspire. It should be to the point and easy to remember.

A well-written vision can give you goose bumps.

It should be powerful and say "We do this" - not "We *want* to do this" or, "We're *going to do* this."



# SYNC

## 3. Keep in Sync

Your vision statement should connect your business and customer organization together. It should spell out how the two groups are in sync. Thus, the phrase should resonate with both groups.

The power of advocacy magnifies tenfold if you both say what you're all about in the same way.



# INCLUSION

Everybody needs to have a say and feel a sense of ownership.

After all, it's your *team's* vision—not the director's or reporting executive's sole vision.

The statement should answer the question,

***"If everything is going right and the way we want things to, here's what it looks like."***

To get buy-in, refer to the vision frequently at all levels in the flight department. This will legitimize it.

When it's done right, it's *not* a waste of time.



# ACHIEVABLE

## 5. Make it Achievable

A great vision is achievable. But, it should also cause the organization to stretch.

Just think of Michelangelo's famous painting, *The Creation of Adam*. You see God and Adam's fingers very close—almost touching.

**Your vision should always be a stretch, but within reach.**



# VISIBLE

**6. Make it Visible** It's *your* team's vision. Be proud! Make your tagline visible almost everywhere you go.

Put it on giant posters or paint the phrase on the wall or in your lobby. Let your executives, employees and visitors know what you're about.

Put it on your laptop and your briefing cards.

Think of it as **branding for your department**. Translate into an image, a visual your team can relate to.

You should see your vision statement a few times when walking through your facility.



# GOALS

## 7. Align with your goals

Every year when you set your new annual goals and objectives, you should revisit your vision, mission and values to see if you're on track.

Are your new initiatives going to help you **achieve your "larger than life purpose?"**

Does your vision increase your alignment you with corporate?

Usually the vision changes very little, but the mission might change.



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