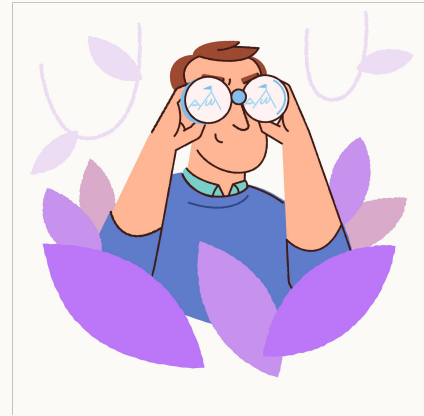


WORKSHOP AGENDA

Vision

Developing the clarity of direction that lets you bring others with you.



90 minutes · In person or virtual · Leaders setting direction

Most leaders know roughly where they want to go. Fewer can articulate it in a way that genuinely motivates the people around them. This session explores what makes a compelling vision, how to develop one that is both ambitious and credible, and how to communicate it in a way that creates real alignment.

— WHAT YOU LEAVE WITH

- Understand what distinguishes a compelling vision from a vague aspiration, and why the difference matters.
- Greater clarity about the direction you want to set for your team or organisation.
- A practical approach to shaping and communicating your vision in a way that creates genuine buy-in.

— WHO IT'S FOR

Anyone shaping the direction of a team or organisation who wants to sharpen how they articulate it and bring others with them. It works well on its own, and as part of a wider leadership or strategy programme.

— AT A GLANCE

What Vision Does	<i>What a vision is for and why it matters.</i>	15 MIN
Clarity of Direction	<i>Get specific about where you are heading.</i>	30 MIN
Making It Compelling	<i>Make the vision land with the people who hear it.</i>	30 MIN
Bringing Others With You	<i>Turn a decision into genuine buy-in.</i>	15 MIN

the session

01

What Vision Does

10 MIN

What a vision is for and why it matters.

A short input on what vision is, what it does in an organisation, and what separates a compelling vision from a vague aspiration.

02

Clarity of Direction

30 MIN

Get specific about where you are heading.

Individual exercise where participants examine the clarity of their own vision and identify where it is sharp, where it is vague, and what it would take to improve it.

03

Making It Compelling

30 MIN

Make the vision land with the people who hear it.

A structured tool where participants work on making their vision more specific, more ambitious, or more human, depending on where their diagnostic revealed the biggest gap.

04

Bringing Others With You

20 MIN

Turn a decision into genuine buy-in.

A facilitated discussion on what it takes to move beyond communicating vision at the group level to making it genuinely meaningful for individuals. Covers line of sight, the difference between compliance and genuine internalisation, and the practical work of helping each person connect their daily contribution to the direction being set.

Let's talk.

Bring Vision to your team

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