



# Creating A Vision

## Why Create a Vision

### Quote: Joel A. Barker

Vision without action is merely a dream. Action without vision just passes the time. Vision with action can change the world.

#### What do we mean by Vision?

Having a clear vision means everyone in the organisation is aligned on what they are trying to achieve and how to achieve it.

The vision should be compelling, motivating the whole team and instilling a sense of purpose and urgency

The vision should be grounded in first principles

#### Clarity & Direction

# 70%

of employees say that having a clear vision is crucial for their job performance

### Dangers of Operating Without a Vision



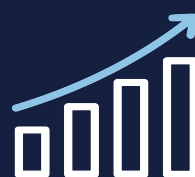
Lack of Direction & Focus



Employee Disengagement



Inefficient Resource Allocation



Missed Opportunities for Innovation



Inconsistent Branding & Messaging