



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