

## Having the Vision to Inspire

Does your company or department have a vision statement? If so, when was the last time you looked at it? If you haven't looked at it or thought about it for a while, you probably need a new one. Why? . . . Because how you see the future, how you intend to operate and what you expect to accomplish should be a part of what you think about every day.

Without a clear and exciting vision to guide your employees, they will tend to revert to just coming to work and doing only the basics of their jobs. Your vision should be an essential and daily part of your management process. It should guide and motivate you and other employees especially when you have challenges and are looking for ways to make things better. It should be alive, vibrant and a part of every employee and team meeting.

Your vision is very personal and specific to your organization. It embodies what your customers, partners and other stakeholders need, want and expect. It's inspirational. It captures the hearts and minds of your employees and guides them in attaining the best results and performing at their highest levels. It's about being the best.

It is not about making money or increasing shareholder value. It's not about beating your competition. These results will most likely occur, but they are not the focus of your vision statement. The proper focus is more specific, more personal, higher and more important. It doesn't change from year-to-year because attaining your vision is a long term journey.

It is not important who writes your vision statement -- as long as the head of the organization completely believes in it and every employee understands and supports it. The best way to accomplish this is to have as many people as possible, especially your natural leaders, involved in its creation. (Natural leaders are the people that employees naturally look to for guidance because of their experience or proven competence – they may or not be the “official” leaders in the company.) These people can then also be involved in using the company vision as a guide to creating specific visions for their departments that will support and enhance the company's vision. Having a departmental vision is a way of getting to the practical realities that really excite employees because it deals with things they encounter every day while demonstrating their importance and ability to impact their company's business success.

Once you create these visions, you have to use them. This is where the true value of your vision statements becomes apparent and exciting. Comparing your vision to what you are actually doing and accomplishing helps everyone understand what needs to be fixed and, more importantly, where the opportunities are . . . and it does this within the context of attaining an ideal result -- being as good as you can be. It helps create a culture and environment where being the best and attaining your vision of what this means is everyone's personal goal. When done properly, this translates into each employee creating personal goals that he or she must attain to support their team or departmental vision.

Doing this well is one of those fundamental changes that will remake your company in ways you can only imagine. If you have a minute, call me and I'll explain some of the changes other companies, probably like you, have attained. Please also visit our website at [McDonaldConsultingGroup.com](http://McDonaldConsultingGroup.com), where you will find further explanations of these and other exciting ideas.

Our vision is to help clients like you attain your full potential. Please call us. We can show you how to get started.