



## The Importance of Vision

Does your organisation have a Vision? Or, do you have a Vision for your organisation? Large or small, enterprises which have a real Vision enjoy sustained success taking them far beyond the basic goal of "making a profit".

**Go-Active** helps businesses and other organisations to create and define a Vision which has meaning and value for all their stakeholders. In this newsletter we look at the components which provide a framework for creating a sound, credible and sustainable Vision.

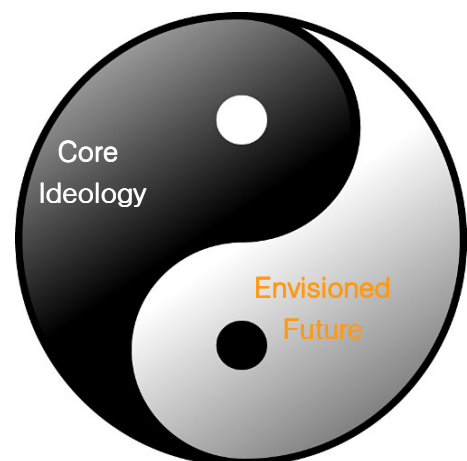
Have you ever thought about embarking on a journey without knowing where you are going? The same can be said about running a company – without a Vision you may be getting somewhere but do you really know if it's in the right direction or even if it's where you want to go?

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### A Vision is beneficial for the following reasons:

- It empowers people and focuses their efforts
- It focuses energy for greater effectiveness
- It raises the standard of excellence
- It establishes meaning for today
- It gives hope for the future
- It brings unity to community
- It provides a sense of continuity
- It raises commitment level

A properly constructed Vision consists of two components: core ideology and envisioned future. Core ideology, the yin in the diagram, defines what your company stands for and why it exists. Yin is unchanging and complements yang, the envisioned future. The envisioned future is what you aspire to become, to achieve, to create – something that will require significant change and progress to attain.



## Simple three stage process..

In order to change your perspective of your business and reach your organisational goals, there is a simple three-step process that enables you to turn your future Vision into current reality. By doing so, you can create your company's future today and ensure that the coming months and years will be different and even greater.

1. Create your Vision.
2. Create your company identity in relation to your Vision.
3. Commit to your Vision.

Next, these eight tips will help you create a Vision that inspires:

1. **Make it Personal:** Create a Vision because you want it, not because everyone else has one.
2. **Get it right:** If the current Vision is not working, reject it. If you already have a Vision that is not inspiring, change it.
3. **Keep it Simple:** Simple is as simple does. Too often, organisations create Vision statements that take up an entire page or more.
4. **Focus:** Have a focus to your Vision. What are you going to accomplish in the next five or more years?
5. **Believe:** Be the biggest Vision promoter. If you don't sell the Vision to other people, who will?
6. **Show it and Share it:** You can show them better than you can tell them. Even if you are able to sell the Vision, it won't mean a thing if you don't demonstrate it in your decisions and actions.
7. **Walk the Talk:** Reinforce behaviour that moves you towards the Vision. You will lose excitement about a Vision if it does not impact the day-to-day motivation of your team.
8. **Who Dares Wins:** Be prepared to call for professional facilitation in the successful creation of your Vision.

If you are reading this article, whether your organisation has a Vision or not, we simply ask the following questions – Is your Vision:-

Audacious  
Communicated  
Shared  
Motivating  
Purpose-Driven  
Capitalizing on Unique Competencies  
Inspiring?

If you have hesitated in answering any of the above, it could be time to revisit your Vision. Contact **Go Active** now to find out how we can help you define, redefine and create the Vision for your company's future success.



Go Active offers a professional range of motivational, training and related team-building courses to management, staff and clients of corporate bodies – especially those in Northern Ireland, the North of England and in Scotland itself.

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