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WHAT IS THE VALUE OF A VISION?

A vision statement can pave the way to success – helping get your team on the same page. It is the ultimate destination of a team or company; a future orientation, an ideal that will drive everyday actions. Visions are statements written in present tense to provide the team or company with that reality of living the statement today ... about what they are uniquely called to do.

A shared vision creates an opportunity to align goals and actions of individuals with the company vision. The team members understand that their actions are valued and meaningful. They can understand what they are acting towards and how they fit in with the big picture. The vision pulls the team forward. If you look at the team as playing a tug of war game, the team is more likely to succeed when they know what direction to pull in. Each individual and the company succeed.

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