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WHAT IS THE VALUE OF A VISION IN DEVELOPING MY BUSINESS?

If you had a choice, would you like to have a team of people naturally making choices and taking action towards your company goals ... or not?

A vision statement can pave the way to success – helping get your team on the same page. One might ask: What is 'vision'? The dictionary definition of vision is "the power of imagination; unusual foresight". 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.

For Coca-Cola, for instance, it is: "As the world's largest beverage company, we refresh the world." For Revlon, it is: "to provide glamour, excitement, and innovation through quality products at affordable prices."

A shared vision creates an opportunity to align goals and actions of individuals with the team and company visions. The team members understand that their actions are, therefore, valued and meaningful. They can understand what they are acting towards and how they fit in with the big picture of their organization. The vision pulls the team forward. It becomes a pull rather than a push. 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 and that, as a team, they pull in the same direction as one another. By aligning each team member's individual goals with the vision, there is a drive for all members for collaboration and cooperation. People are inspired to discover more and the team or company succeeds.

With this in mind, can you see why creating a company vision will support you in developing your business? Whether a new or existing business, can you afford to have your staff guessing what it is they are working towards? Would you prefer that they are clear on what the vision of the company is so that they can align their personal goals around it? Yes! That sounds like a win-win and an equation for success. People can go to work each day and understand where they fit and why, and how that can work in fulfilling their own passions and, at the same time, the vision of your organization. ... very powerful!

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