

6-Step Framework For EXECUTING A STRATEGIC VISION Your Team Can Get Behind

Every organization must establish a robust, well-informed strategic vision that has the support from employees and managers across the organization. Here's an easy 6-Step Framework for building and executing YOUR strategic vision.

1 Dream Big

Don't dream too small, your vision must start with a bold attitude. As a leader, it's up to you to see obstacles as opportunities, envision ways to tackle risks, and anticipate what can go wrong and how to fix it. Ask yourself:

- ✔ What is the organization's main goal?
- ✔ What do we want the future to look like?
- ✔ What concrete first steps can we take next to make this vision come to life?

2 Have Concrete Values

Establishing a robust, informed strategic vision that has support across your organization is essential. But to have a vision, an organisation must also identify its values. **If VISION is what the organisation wants to DO, VALUES are what the organisation wants to BE.**

- ✔ What are my main values, and is the company aligned with them?

3 Conduct Interviews and Get Feedback

Establishing vision and values cannot be achieved in isolation from your internal and external environment. Gain feedback by interviewing owners to managers to team members.

Owners and Managers

What are management preferences, beliefs, values, and perception of your strategic vision?
Where do managers see the organisation in 1, 3, 5, 10 years?
Where do managers agree and disagree across their preferences of your strategic vision?

Teams

Gather first hand stories from individuals across the organisation.
Obtain evidence of the execution of the strategy.
Collect subjective hints of execution.

4 Create Actionable Strategies for the Future

After identifying the differences between your current state and your vision for the future, come up with clear, actionable strategies that will help your organization close that gap.

- ✔ What concrete first steps can we take next to make this vision come to life?

5 Create a Communication Plan

Knowing what the goals are allows for easier decision making and dispute resolution, and reduces decision fatigue and increases team collaboration. Create a communication plan with your stakeholders and your team. Anticipate questions and ask yourself:

- ✔ How will we handle feedback regarding the vision?
- ✔ What are the anticipated roadblocks?
- ✔ How will the leaders in the company communicate this vision with the rest of the team?

6 Commit, Inspect, Evaluate, Repeat

A shared vision should not be something you set and forget. It should be constantly inspected and adjusted. Regularly follow these steps for a better performance:

- Reflect on your organization's past and future and how your actions are aligned or not with the vision.
- Ask team members and management about their goals and how they fit into the bigger picture of the company.
- Show team members how a shared vision can help them achieve the goals they set for themselves as professionals.
- Have regular discussions about the team's progress toward the company's vision.