

Exploring New Pathways

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"Vision is the art of seeing what is invisible to others." - Jonathan Swift **Is your vision powerful enough to inspire action?**

Inspire action

It is a well known fact that the establishment of a vision is a must-have when leading a transformation within an organization. It is crucial to have a vision that inspires action, reflects an image of the future, and also details why individuals should aim to achieve this goal.

A vision during a situation of transition is particularly important as it provides clarity around the need for and the direction of the change; it also inspires individuals to move in a certain direction (even if this direction might not be in their immediate short-term interests); and lastly, it ensures that the actions of all the individuals within the organization are coordinated.

How do you know if you have set the right vision? How do you know if individuals are feeling inspired by the vision of the organization? How do you mobilize individuals around a vision?

John Kotter in his book *Leading Change* outlines six key characteristics of effective visions

1. *Imaginable* - Depicts a picture of the organization in the future
2. *Desirable* - Includes the best interests of all the major stakeholders: clients, shareholders, employees
3. *Feasible* - Encompasses achievable and realistic objectives
4. *Focused* - Provides the necessary clarity to make decisions
5. *Flexible* - Allows room for flexibility so as to encourage personal initiative
6. *Communicable* - Easy to communicate and explain

It is important to question how the realization of the vision will impact major stakeholders, as this will determine its desirability.

Customers: Will those customers who are satisfied today continue to feel satisfied? For those customers who are not entirely satisfied today, will they become more satisfied? For those who are not current customers, will they become more attracted to the organization?

Shareholders: Will the realization of the vision keep shareholders satisfied? For those who are not entirely satisfied today, will they become more satisfied? Is the implementation of the vision expected to achieve better financial returns than the existing situation?

Employees: How will this vision affect employees? Will it keep them satisfied? For those

who are not entirely satisfied today, will they feel more inspired? Will the new vision offer them better employment opportunities with the organization or with competitors?

My invitation is:

- Analyze the vision currently in place
- Identify if the vision is credible, feasible and if it is generating the right inspiration
- Determine how the realization of the vision will impact customers, shareholders and employees

Note: Concepts presented in this newsletter were inspired by John Kotter's book, *Leading Change*.

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The concept behind this newsletter is an invitation for you to explore new ways of thinking, new perspectives, and new behaviors, so as to increase your personal effectiveness. The themes we have selected are commonly addressed topics in coaching. We have chosen them carefully and are eager to share them with you, in the hopes you will find them both thought-provoking and valuable.

Warmly,

Céline Brillet

Top 8 reasons to partner up with a coach

1. You want to make yourself a priority.
2. You feel stuck.
3. You want to build on your strengths.
4. You want to reach your goals more effortlessly.
5. You need a neutral sounding board to bounce ideas off.
6. You are facing a stretch challenge.
7. You have an important decision to make.
8. You are ready to move to the next level.

intoaction helps Executives achieve their desired results through individual and team coaching, as well as through workshops devoted to developing leadership skills, managing change successfully, and enhancing team effectiveness. <http://www.intoaction.eu/>



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