



### **The Power of A Vision**

"We choose to go to the moon in this decade and do the other things, not because they are easy, but because they are hard, because that goal will serve to organize and measure the best of our energies and skills. - **John F. Kennedy**

By September of 1962, the United States had only succeeded in launching John Glenn into orbit 3 times around the Earth. The moon was another 239,000 miles away. And the technology and materials necessary to travel through space were not invented yet.

Despite these current obstacles, Kennedy's vision deliberately gave a clear destination and timeline, provided aspiration and accountability, and rallied people to use their skills to achieve an outstanding result. Was his statement idealistic, risky, and audacious? Absolutely! In one powerful sentence, Kennedy juxtaposed the current US space program with the future space possibilities, capturing the nation's attention and passion.

### **The Power of Vision in Your Business**

As with Kennedy's vision, creating a business vision plays an integral part in capturing and communicating your entrepreneurial passion in order to unite your employees around a common purpose. A clear, inspiring, and challenging vision focuses talent and energy on accomplishing the results set forth in the vision. When employees contribute to and stand for something bigger than "just a job," excitement is generated that transforms that job into a fully engaged commitment. Employees exhibit more initiative, demonstrate more creativity, and perform better overall.

Just as importantly, the vision guides your decision making, making it easier to identify and discard decisions that don't align with the vision. The vision also encourages you to surface opportunities that might otherwise be missed.

## **Investing the Time**

Given that vision unifies, motivates, excites, and molds strategic decisions, it is a key building block in the foundation of a successful business. How a vision is built varies by the circumstances of each business. What's essential is to set aside the time and commit to fully participating in the creative visioning process - dare to dream and let your imagination go! The payoffs in commitment, harmony, productivity, and profitability are worth the investment.

“The future is not some place we are going, but one we are creating. The paths are not to be found, but made. And the activity of making them changes both the maker and the destination.” - ***John Schaar***

At Strategies, we serve as your trusted advisor and partner with you to clarify your vision, realize your goals and control your future.