

Create a Shared

VISION AND STRATEGY™



FranklinCovey

ALL ACCESS PASS™

TRANSLATING ORGANIZATIONAL STRATEGY INTO MEANINGFUL WORK

Effective leaders have a vision. They think bigger. They see that where they are today is not where they need to be tomorrow. They take themselves, their team, and their organization to this new place—first in their imagination, then with a concrete strategy. They move from managing people to fully engaging their teams in meaningful work by aligning the needs of the organization with the needs of key stakeholders, customers, and the bottom line to ultimately maximize their team's relevance and contribution.

Every team needs a meaningful vision and strategy.

VISION: Where we are going.

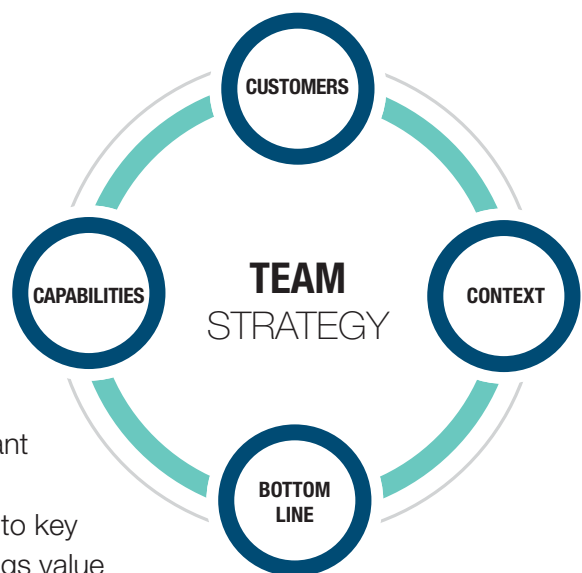
STRATEGY: How we are getting there.

AN INSPIRING TEAM VISION

Without vision, team members lose the connection to why they are doing what they do. An inspiring team vision helps leaders recruit team members to the cause.

A RELEVANT TEAM STRATEGY

No team has an inherent right to exist. Every team must be relevant to its key stakeholders. A relevant team strategy meets customer and other stakeholder needs, builds on team capabilities, relates to key organizational strategies, responds to the wider context, and brings value to the bottom line.



AN INSPIRING TEAM VISION

Effective leaders engage team members in meaningful and purposeful work. They create a team vision that is:

- Aspirational
- Measurable
- Difficult
- Achievable

A RELEVANT TEAM STRATEGY

A relevant strategy explains how we will achieve the organizational strategy and must connect to:

- Customer Needs
- Strategic Context
- Team Capabilities
- Bottom Line

SHARING AN ENGAGING STRATEGIC NARRATIVE

It is essential that leaders communicate their vision and strategy frequently to stakeholders at all levels of the organization in order to create engagement, garner resources, and gather support. An engaging narrative is:

- **Clear:** It is specific and unambiguous.
- **Concise:** It is short and to the point.
- **Compelling:** It is meaningful and inspirational.
- **Confident:** It is believable and credible.

Effective leaders tailor the message to the needs of their audience. And they frame the message positively to increase team members' levels of engagement and commitment.

COMPETENCY	DESCRIPTION
Visioning	Thinks BIG. Sees beyond what is currently doable or even possible. Visualizes what could be.
Developing Strategy	Is able to develop a practical and useful strategy that aligns to organizational strategies and stakeholder needs. Translates complex ideas into relevant work.
Customer Focus	Identifies internal and external customers. Understands and articulates customer needs and responds in ways that create loyalty.
Leader Communication	Frequently communicates with stakeholders at every level. Capably uses multiple media platforms. Creates clarity for all stakeholders and two-way dialogue.

PRODUCT INCLUDES:

- 360 or Self-Assessment
- Participant Workbook with Implementation Plan
- Strategy Cards
- On Demand Modules

