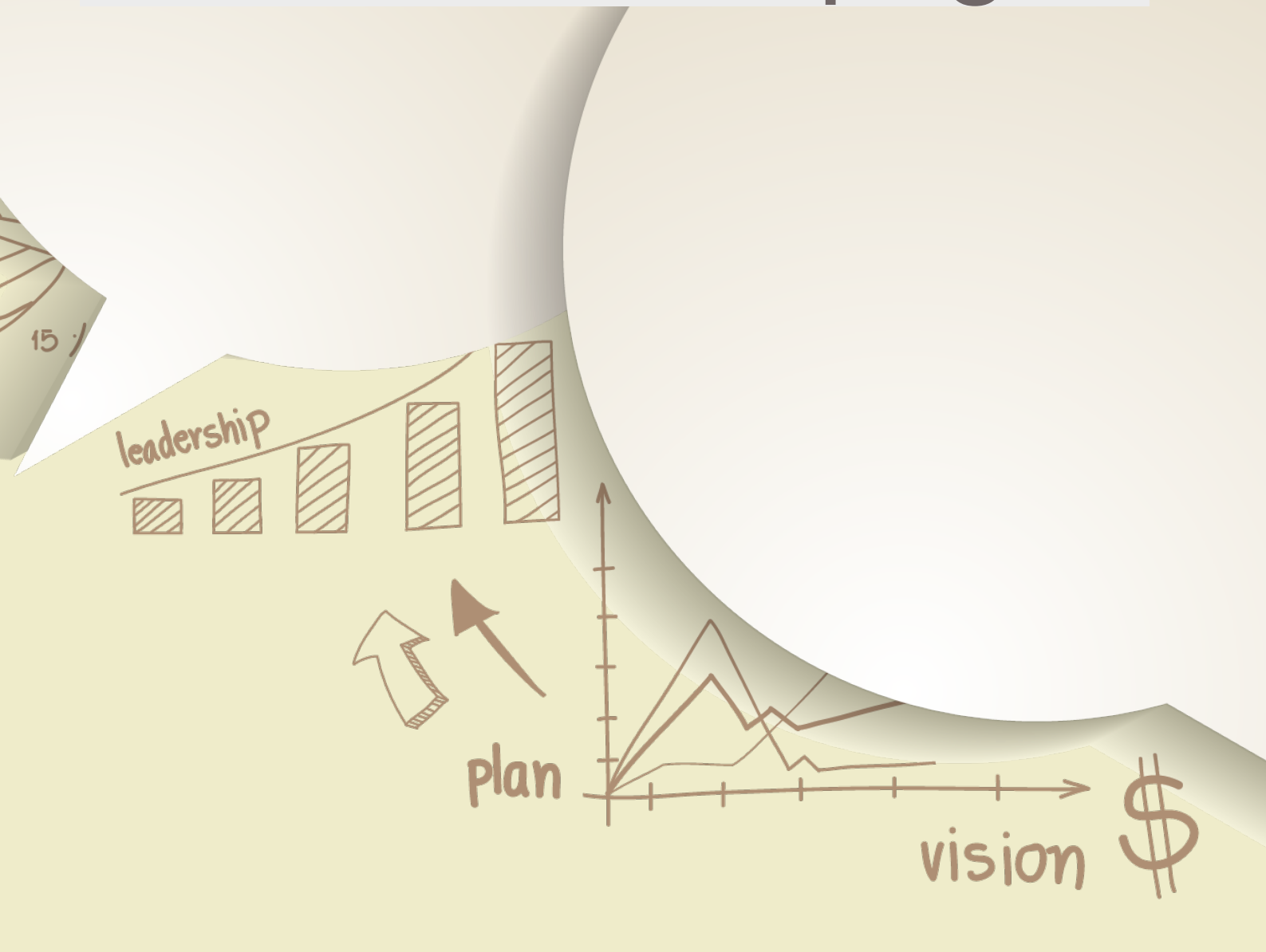


# Ten crucial steps to get everyone in your company on the same page



# How to use an inspiring vision to align everyone

## Get everyone on the same page

A vision statement explains 'what you aspire to reach' as an organisation in the future and why that matters to customers. Such a vision communicates your general direction and strategy to your stakeholders. A vision is not an arbitrary statement - it is the result of a fundamental strategic exercise called 'visioning'.

Visioning is a deep reflective process between leaders, staff and other stakeholders, to design the essential purpose, vision, core values and strategy of an organisation. Visioning can be done at start up and again during any stage of the life cycle of your company. One of the benefits of having a clear vision is that it enables you to align (focus) everyone in the business or team on strategic decisions and plans that actually help to realise the vision. You might think 'everyone should know by now where we are going and what the priorities are'. However, without a vision it is easy to get distracted and fragmented by day-to-day issues. A vision is a powerful tool to get everyone on the same page. To add value, a vision needs to be owned by everyone in your company. People in the company need to know what the vision is, view it as meaningful, and have the sense that they are part of the journey. Research shows that successful companies are indeed true to their vision.

e.g Amazon

"Our vision is to be earth's most customer centric company; to build a place where people can come to find and discover anything they might want to buy online."

e.g. Philips

"At Philips, we strive to make the world healthier and more sustainable through innovation"

# Organisational Vision - Health Check

1. Does everyone know what the true purpose of the company (team) is?
2. Does your 'purpose' indicate what difference you want to make in the life of your customers?
3. Have you crafted a vision statement based on the purpose?
4. Is your strategy and business plan tied to your vision?
5. Is the vision inspiring? Does it resonate personally with individuals?
6. Do people have a sense that they share the vision and can share it with others in simple language?
7. Do you make an effort to keep this vision alive?
8. Does your vision immediately show up in the way you behave towards each other, the way you do business, the way your systems and operations run, and how you meet customer needs?
9. Can people in the company (team) relate their daily roles and responsibilities straight back to the vision?
10. Do you review your vision for it's relevance to the future?



# We Need a Vision Process

## 10 Steps to design your company vision

1. Commit to the importance of having a (renewed) vision statement

2. Plan the visioning process

Decide who should be involved in co-designing the vision. It needs to be supported to work. If you want everyone to own it, it needs to be shared and co-created

3. Meet together and design a vision with the customer in mind.

Meeting off site, somewhere in nature, will definitely help you think out of the box, inspire and keep the energy up

4. The next part of the visioning process projects you into the future.

Answers these questions together:

- Think of a result we deeply desire to achieve in the life of our customer. Write it on post-its, flip charts, virtual boards or mind maps
- What will this result give us and how does it help us?
- Imagine we achieved this 'ideal' result fully - what does it look like, what does it feel like?
- How are we measuring our success (in the ideal world)?
- How are we exceeding customer needs?
- How are we working together?
- Who are we collaborating with?
- What are we innovating?

# Make it stick. Make it work.

5. You now need to simplify all the thoughts and ideas down to an essence.

Match and pair ideas that belong together. Purely choose the key themes (e.g. 5 most important) that emerged which you believe are crucial to achieving your vision.

- 
- 
- 
- 
- 

6. Capture these in one short, simple vision statement

.....

.....

.....

.....

.....

7. What core values have emerged? Values guide the behaviour of people. Values reflect what people find to be important.

List top 4-6 core values. These can be designed to reinforce the vision in a future meeting

.....

.....

.....

.....

# Make it stick. Make it work.

8. What top 5-7 things need to happen to get you from where you are, to where you want to be. Turn these into strategic goals. This is the basis of the core strategy that will help you to achieve your vision.

- 1.
- 2.
- 3.
- 4.
- 5.

9. Decide how will you communicate the vision, and to whom? Coach your managers and staff to help everyone connect the vision values and strategy to their team and individual roles.

10. Integrate the vision and values and strategy with company systems (HR systems, performance review measures, salary incentives, bonuses)

## **When to Bring in the Big Guns!**

[www.synquity.com](http://www.synquity.com)

(M) +31 (0) 63 088 5046

(T) +31 71 240 1976

email: [mads@synquity.com](mailto:mads@synquity.com)

email: [ruth@synquity.com](mailto:ruth@synquity.com)

PO Box 25, 2360 AA, Warmond, The Netherlands

At SYNQUITY, we are experts at helping you to craft a deep meaningful company vision, co-created and owned by everyone, connected to your teams and individual roles, communicated in the way you behave towards one another, transparent in the systems run and the way you meet customer needs.

**CALL NOW** to book your online or face-to-face workshop.