

Creating a compelling vision

Business



Creating a Compelling Vision Instruction: Task: Creating a Compelling Vision

A good leader is one who is clear about the organization that he/she leads.

For an institution to be successful, the leader must do things that are unique insofar as strategies are concerned; things that will make the institution stand out from its peers. A clearly thought out, properly communicated vision can be the pillars for continued success in an organization.

An effective vision instills in the parties involved the culture of performing their duties because they enjoy doing them, not because they feel forced to do so. It gives direction and the motivation needed for growth, provides a feeling of significance among the parties involved and most importantly, it provides a basis for decision-making (Holbeche, 1998). A number of global leaders are taking the leading role in formulation of visions geared towards placing their organizations in favorable ranks with reference to corporate performance. For example, BBC staff became much more engaged when the British broadcaster switched its vision to “to be the world’s most creative organization” from the previous “to be the best managed organization in the public sector”. The employees at the broadcaster have been quoted as saying they are “lucky” to be there (Mackin, 2007).

Such roadmaps have been very effective; both in terms of their communication and implementation, and their fruits can now be seen. Some visions may create more impetus than others may, but the most important thing is that it should capture the core values of the organization, should be attainable and be able to distinguish the organization from its peers in terms of defining the organizations expected future.

References

Mackin, D. (2007). The Team Building Tool Kit: Tips and Tactics for Effective
<https://assignbuster.com/creating-a-compelling-vision/>

WorkplaceTeams. New York, NY: AMACOM.

Holbeche, L. (1998). *Motivating People in Lean Organizations*. Boston, MA: Butterworth-Heinemann. Print