

## **Communicating Your Business Vision**

Every business organization must have a vision. But it isn't enough to have a vision; you must also communicate that vision to every manager, every staff member, and every employee. Your vision will serve to focus the entire organization on its purpose, goals, and action plans. In order for your vision to be communicated powerfully, it must contain the following attributes:

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### **Focus**

Many messages only confuse employees. Be very clear on your vision objectives.

Visionary leaders provide a narrow, tangible, practical focus.

### **Insight**

Insight provides your business staff with meaningful purpose, objective, goals, and plans. These together provide a very clear picture of your business vision. Vision brings opportunities to each staff person. By seeing the bigger picture, they can visualize themselves within it. Your vision forethought guides you down the right path and notes any possible obstacles or roadblocks as well as great potential and opportunity.

### **Relevance**

Every employee must know just how your vision becomes relevant to the work they do. How can it be clearly applied to their responsibility? In order for staff understanding and commitment to take place, the vision must clearly affect them and the tasks assigned to them. Your staff must know that they can make a difference.

For us to be on-purpose, we serve customers, clients, patients, guests, or whatever noun is appropriate to the organization. Serving customers is the lifeblood of a business and the ultimate expression of its purpose.