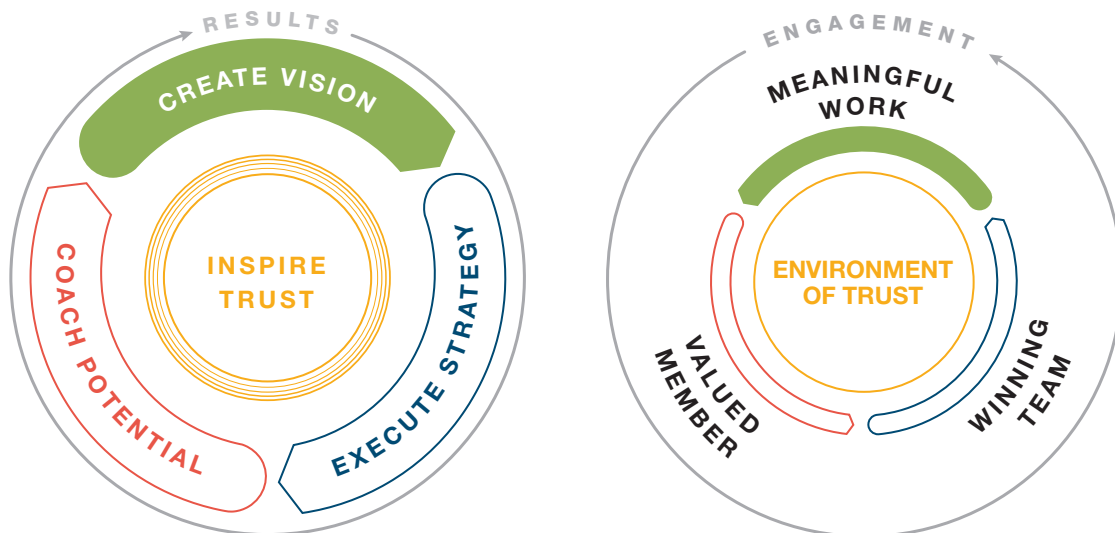


# Create Vision

## Big Ideas

- A team vision clearly defines where you're going. Simply knowing your team's relevance makes the work more meaningful.
- Your team does not have an inherent right to exist. You need to be able to communicate how what you do matters.
- Vision is a clear picture of where you are going. Strategy is a clear plan for getting there.

Ask yourself: Can I **communicate** why our team's work matters?



**To communicate your team's relevance and make the work meaningful:**

1. Create a team vision statement.
2. Generate a team strategy.
3. Develop a strategic narrative.



## 1. Create a team vision statement.

A team vision statement is inspirational, requires us to think BIG and stretch, and can be measured. It also links to the organizational vision and inspires people to find meaning in their work. When creating a vision statement with your team, **answer these questions:**

- Consider the organization's vision and mission. What are the significant contributions only your team can make to achieve them?
- If your team could make one extraordinary contribution over the next one to five years, what would it be?
- If your team dissolved, what impact would it have on the organization?

## 2. Generate a team strategy.

A team strategy details how you make your team's work relevant to your organization's goals. As your team works to generate a strategy, ask:

- What is the organizational strategy and how do we contribute?
- Who are our customers, both internal and external, and what do they need from us?
- What do we do best? Where are the gaps?
- In the strategic context, what factors do we need to consider?
- How do we add value and impact the bottom line?



## 3. Develop a strategic narrative.

Your strategic narrative is the story you tell about your team's vision and strategy—where you are going and how you'll get there. It's a story that inspires others to help you.

Your narrative should express your team's strategy so clearly, that any member of your team can communicate it—and others can understand it—in 30 seconds or less.

