

DO YOU KNOW WHERE YOU'RE GOING?

Effective leaders create a vision of where they are going and why. They are able to link to an aspirational purpose that inspires people to think bigger and find meaning in their work, especially during difficult times or change.

INSPIRING TEAM VISIONS:

- Are aspirational.
- Require us to think BIG and stretch.
- Can be measured.
- Link to the organizational vision.

WHEN CREATING YOUR TEAM'S VISION, ANSWER THESE QUESTIONS:

- Consider the organization's mission and vision. 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 that have on the organization?

ARE YOU RELEVANT?

A relevant team strategy details how you make your team's work relevant.



Is the strategy connected to your customers, capabilities, context, and the bottom line?

CUSTOMERS' NEEDS

- Who are your team's most important external and internal customers?
- What do they want or need from you?

TEAM CAPABILITIES

- What does your team do best?
- Where are the gaps?

STRATEGIC CONTEXT

- What factors does your team need to understand and consider?

BOTTOM LINE

- How does your team add value?
- How do you impact the bottom line?