

# POWER OF A VISION

## Vision and Values are the core of a great beginning

By Tim Taylor

### Courage

Dare to be different. Envision something that has not existed before and that can endure the tests of time.

At the heart of every leadership success is a person with a vision. The power of Vision is often misinterpreted. It has been weakened through misuse and the practice of fitting it into a PowerPoint slide. These trite clauses are often wordsmithed to the point of conveying a message so bland that it inspired no one, and worse informs no one about the importance of the work they do.

Setting forth a vision requires true courage because once you put it out there people will immediately react to it, they will criticize it, challenge it and judge your accomplishments against your promise. It is much easier and safer to do nothing, especially as a middle manager. After all you can just ask your boss what you should do and hide safely in mediocrity.

Alternatively you can have a real stake in the game. Win or lose you can say you have played. Each play will teach you something more deeply about what leadership means to you. Each success will galvanize your leadership knowledge and every set back will forge strength in your leadership character.

What you learn from setting a 12 week vision can be leverage to set a vision over a much longer period, 36, 60 or even 120 months.

For more inspiration read on at:

<http://www.jimcollins.com/lab/buildingVision/p2.html>

or watch a quick 2 min video about vision and Boeing

[http://uk.youtube.com/watch?v=hBE9ntqF\\_o0&feature=related](http://uk.youtube.com/watch?v=hBE9ntqF_o0&feature=related)

"I want to discuss *why* [emphasis his] a company exists in the first place. In other words, why are we here? I think many people assume, wrongly, that a company exists simply to make money."

**David Packard in**

**1960**

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