

# Creating a shared vision

Program Outline



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In a 1996 HBR article, James Collins and Jerry Porras showed that companies with a strong sense of vision had outperformed others in the stock market by a factor of 12 since 1925!

Vision reflects what we care most about and is derived from our sense of purpose and values. It provides meaning, attracts commitment, and focuses human energy by drawing on our deepest yearnings in striving towards a purposeful goal.

As someone said: "A task without a vision is drudgery, while a task with a vision is the hope of the world". Visions provide a clear, easily understood image of a better future. Strong visions inspire us. They embody our values, provide us with purpose, and direct us to what will be different and distinctive. Kennedy's vision "To put a man on the moon by the end of the decade", inspired a whole nation.

There are of course numerous challenges towards creating a shared vision:

- To ensure that the wisdom of every individual in the room is captured – and that no one individual dominates the proceedings due to rank or personality
- To ensure that the vision is an emergent one that reflects the collective hopes and desires of everyone in the room
- To ensure that not just everyone's intelligence, but also their individual imagination is tapped
- To ensure that the vision is converted in a few simple guiding principles that guide the day to day actions of the team / organization

Using the Lego Serious Play methodology, our facilitators help hand-hold your team to take the step-by-step journey in arriving upon a compelling vision that has everybody's buy-in.

## Objectives

- ▶ Recognize the perception, wisdom, and imagination of every member of your team
- ▶ Ensure the vision reflects collective hopes and desires
- ▶ Convert the vision into day-to-day practical guidelines and actionables
- ▶ Build a sense of purpose in every individual's deliverables

# Course Module

Each such visioning workshop is customised to the specific team. The broad structure these workshops follow is:

Getting familiar with the Lego Serious Play methodology

Defining the current state

Describing the aspirational state

Understanding the gap to be bridged

Arriving at simple guiding principles to solve the problem