



EXPERTS AT DEVELOPING CORPORATE LEADERSHIP TALENT

LEADERSHIP COACHING NEWSLETTER

This Month's Topic: **Vision and Priorities**

It is difficult to lead people if they lack a firm grasp of where they're heading and what's expected of them. Unfortunately, in the rush of day-to-day activities, otherwise talented leaders fail to communicate sufficiently to their direct reports about the "why" of their company's direction. They neglect to explain their goals and vision in an easily understood manner, not to mention the steps to implementation required of the people who are responsible for driving business. This is costly to your company.

Employees want to know where a business is heading and the areas on which they need to prioritize and focus. Most people also want to know why they are doing something. When they know why, it helps them become even more enrolled in the process as an active participant. The astute leader also finds a way to tie in those reasons into the direct reports' personal motivators and goals. Everyone still listens to their favorite radio station: WIIFM (What's In It For Me). To the extent that your direct reports understand that helping the company achieve their goals will help them achieve their personal goals is the extent to which they are motivated around a particular set of objectives.

Many managers either unintentionally under-communicate, or fail to articulate specific priorities that would give meaning to their vision. You may think you discuss vision and strategy often, but you're probably not doing it enough, or in sufficient detail for your people to understand what's really important to the company and to you and to enroll themselves fully into the process and help you bring it along most effectively.

There is a disconnect between you and your team members if they cannot identify how the priorities of the big picture translate to specific, actionable steps.

Keep checking in, and ask yourself the following questions:

1. How frequently do I communicate a vision?
2. How frequently do I communicate the priorities for my business?
3. Would my employees be able to articulate these vision and priorities?

When your employees can articulate the vision and priorities, you'll know you are on the right track. What's even better is if they can relate them to their own personal goals within the organization.

Recommendations

Recommended reading: *"Making Vision Stick"* by Andy Stanley and *"Visionary Leadership: Creating a Compelling Sense of Direction for Your Organization"* by Burt Nanus.

Recommended Corporate Leadership University training courses: [Click here](#). Conducted by Vision Quest Consulting at your location of choice. Call or email us for more information. 978-692-4454, wcapland@visionquestconsulting.com

We offer leadership and executive coaching and consulting to help organizations develop a deep talent bench. We focus on giving good managers tools to use to make them into more effective leaders. Call or email us for more information. 978-692-4454, wcapland@visionquestconsulting.com

Any questions or comments send to wcapland@visionquestconsulting.com. To subscribe or unsubscribe, [click here](#). Feel free to forward this newsletter. Permission is granted to reproduce, copy, or distribute as long as copyright and full author contact information is included. © Vision Quest Consulting 2000-2007.