



CULTURE IMPACT

MISSION: VISION

What is your vision of the future and does it inspire your people?

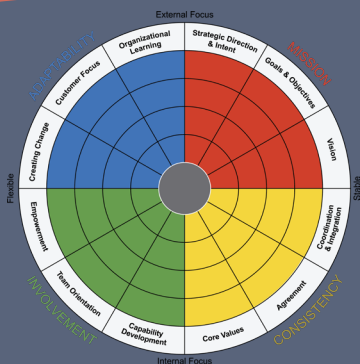
Leaders must create a clear and compelling vision around which the organization can unite and move forward. The vision should be something that inspires, motivates, and challenges employees. A vision is future-oriented, describing an optimal desired state. A shared vision is one in which everyone strives to reach that desired state.

How do you translate your organization's vision into priorities for action?

The vision is intended to inspire action and challenge employees to push the organization closer to the desired state. Denison Consulting works with clients to articulate and reinforce the vision and to develop strategies and goals that align to the vision.

To support you, we offer a range of solutions for clarifying your vision and goals at every level of your organization:

- From the organizational level, precise language is created and shared across all functions and levels to facilitate communication around the organizational vision. Communication should be in a format and delivered in a way that drives excitement, passion and motivation around the vision
- Each team/individual examines and documents their personal and professional vision in relation to the organization at large
- Initiatives at all levels are prioritized relative to the contribution to the organization's vision
- Every team/individual considers the organization's vision, and has a clear understanding of how their role or function ties to that vision



Think Systemically:

When considering work in the area of Vision it is important to think about connecting the aspiration of the organization to the near-term activities.

It is also important to look closely at other areas of the Denison Model.

For example, is there clear line-of-sight between the Vision, Strategies and Goals?

Is there a high level of involvement that indicates buy-in and support for the Vision?

Do our adaptability scores indicate that we are able to successfully adapt to move us closer to our Vision?