

HOW TO SET A VISION

There is a popular phrase that says ” **Without Vision
the people perish**”



Note*. This is an integral part of all courses offered by Frank Academy. All courses are designed to kick off by expanding the awareness of our students which is the basis to their development and learning process. Let's get started.

Set a Vision

Setting Strategic Direction (Leadership): Vision, Strategy, and Tactics

Three Tools of Leadership

A lot of company writes a profound vision statement or individuals with a great vision.

It sounds nice. Inspiring, and clearly written. But the vision is useless unless it can direct action.

Vision lays out a destination; and destination guides the strategy; and strategy chooses action.

Action, this is what lead to success. In the process of taking the action, a clear direction is essential for building momentum. If you or your organization spend more time debating and evaluating the vision, mission, strategy, and goals. But no long or creative, if there is no clear direction, those statements, the time spent and efforts invested are of no relevance.

Drafting of a vision is not included here but it is worth saying, your vision should directive towards the future. Understanding Future could be tomorrow.

Envisioning the future

Vision is timeless. It's based on who/what **you** want to do.

This is why organizations are setup in the first place. The vision must be specific and directive enough that everyone can use it to decide if their daily actions are moving the organization forward. Every organization should be able to measure progress towards the set vision. The best visions imply whom the organization serves, what it provides, and what distinguishes it from other organizations providing the same services or products. The goal you set for your life with a clear vision when backed with the right actions and purpose will definitely be attained.

Some organizations may call it a mission statement, rather than a vision statement. Or, they may have both a vision and a mission, with the vision expressing the ideal world or company, and the mission expressing the company's purpose. For our purposes, they're the same. A mission statement rounds out the vision. Together, they give timeless, overarching principles chosen by the company that express the company's reason for being.

THE STRATEGY

Strategy, most often referred to as plan, links the destination (vision) with current reality. Strategy applies to the whole company, and answers the question “How will we reach our vision, given current market conditions, competitive scenario, regulatory environment, etc.?”

Strategy is broad enough to guide company wide organization structure, hiring, capabilities that must be developed, and so on. It directs the decision to be made among available options

You or your organization must have a strategy if you chose your current path from many alternatives, all of which would have reached your vision, each of which would have required, performing different task, hiring different people and building different systems. If you didn't consider many alternatives, or you didn't choose your alternative considering your competition, your vision, and your current market conditions, then you probably have a tactic, not a strategy. If you can execute your strategy with your current people, reward systems, and organization structure, then it's not a strategy, it's a tactic.

THE TACTICS

Tactics are limited in scope, typically just to a part of the company. They're shorter term than a strategy. They involve executing given the existing capabilities and resources of the company. Unlike strategy, tactics generally work within the current organization structure, rather than changing the organization. Tactics say, "We're on the south path. Let's travel two miles today." Your tactics probably won't work unless they're generated from a strategy that lays out a consistent philosophy for how your company will compete/win/attract customers in today's market.

At the end of the day, your vision and strategy only exist to drive tactics. And often, the most significant tactics are those moments of truth whose effects are far-reaching. When your vision sets direction and your strategy ties it to your current situation, they provide a compass for everyone in your organization to follow for years to come.

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