

4 Ways To Share Vision With Your Team

By Paul Sohn

Depending on your role, you might be sharing the vision with the entire organization, with your team, your supervisor, or just close colleagues. If you lead a group, here’s a few tips that will help you build long-term buy-in around the vision:



- 1. Be enthusiastic and passionate about the vision.**

When people see that you’re sincerely excited about where you’re headed, they’ll get excited too.

- 2. Get people to share (and reshare) what the vision means to them.**

At your next meeting, ask people to think about the vision and why it’s important to them.

- 3. Share positive feedback from employees, customers, or others that shows progress toward the vision.**

- 4. Be a walking advertisement for the vision.**

Bring it up on a regular basis, and always connect the group’s work back to it. As a leader, your people look to you to see how serious or important this “vision stuff” really is.

Make a list below of all the ways that you can share (and keep sharing) the vision. When you’re finished, calendar any tasks or to-dos, and communicate these ideas to anyone else who can be helpful in spreading the word. This last part is critical: enabling others to own and share the vision will ensure that it spreads more quickly, and will take some of the work off your shoulders. It will also ensure that the vision exists and has meaning and impact even in your absence.