

# THE VISION GAP

A great vision without clear definition, impactful articulation and smart communication will fail to engage employees, influence customers or inspire prospects.

 **insivia**  
THINK SMART. **ACT BOLD.**

 [insivia.com](https://insivia.com)

 [linkedin.com/company/insivia](https://linkedin.com/company/insivia)

 [facebook.com/insivia](https://facebook.com/insivia)

 [twitter.com/insivia](https://twitter.com/insivia)

# THE VISIONARY

Vision is the art of seeing what is invisible to others.

No one can predict the future, but some imagine and define what they want to happen rather than waiting for the future to sweep them away.

Leaders inspire and excite the teams around them with their vision - it can often be infectious. In business these people create the innovations, products and ideas everyday to lead organizations to success.






# THE OBSESSION

Leaders eat, sleep and drink their business.

A constant and unrelenting flow of thoughts about challenges and opportunities for growth.

New insights and strategies constantly popping off in their mind like fireworks - happening so fast it's hard to really take it all in even in your own head.

The vision becomes an obsession with every detail agonized over, often painting a clear picture that the rest of the world doesn't see.



The single biggest problem in communication is the illusion that it has taken place.

The vision of what their business is and where it is going is constantly being defined deeper with more detail. Great leaders have a clear vision because it is key to driving a business towards success. It's not just that point in the horizon you are aiming for, but also all the details of exactly how you are going to get there.

The expectation is that everyone around them can see the vision with the same clarity; that people understand the details that have been swirling through the visionary's head. And when expectations don't meet reality, visionaries can become confused and deflated.

# THE EXPECTATION

# THE VISION GAP

A leader surrounded by people who don't understand the vision is just a chaotic crowd moving nowhere.

When a leader sees the destination and the path, but employees, customers and the world see nothing or something completely different - there is a huge gap. A gap that can significantly impact an organization.

When the gap between these stakeholders and the leader is small or everyone is clearly aligned, organizations thrive.



# CULTURE GAP

A team needs to be aligned towards a common future to win.

Disengaged employees who make misaligned decisions often are products of a culture gap. A clear vision ensures you have the right people that clearly understand where they are going so that actions always align with where the visionary wants to go.

Organizations with high turnover, culture clashes, unengaged employees or other major growth issues can many times unwind to find that it all starts with the vision.



# CUSTOMER GAP

Your customers are a powerful asset and your team has to know how to treat them.

Your team interacts with your customers every single day. Ensuring the right message, a clear understanding of the offerings map and the customer's experience ensures the entire team is delivering a cohesive approach.

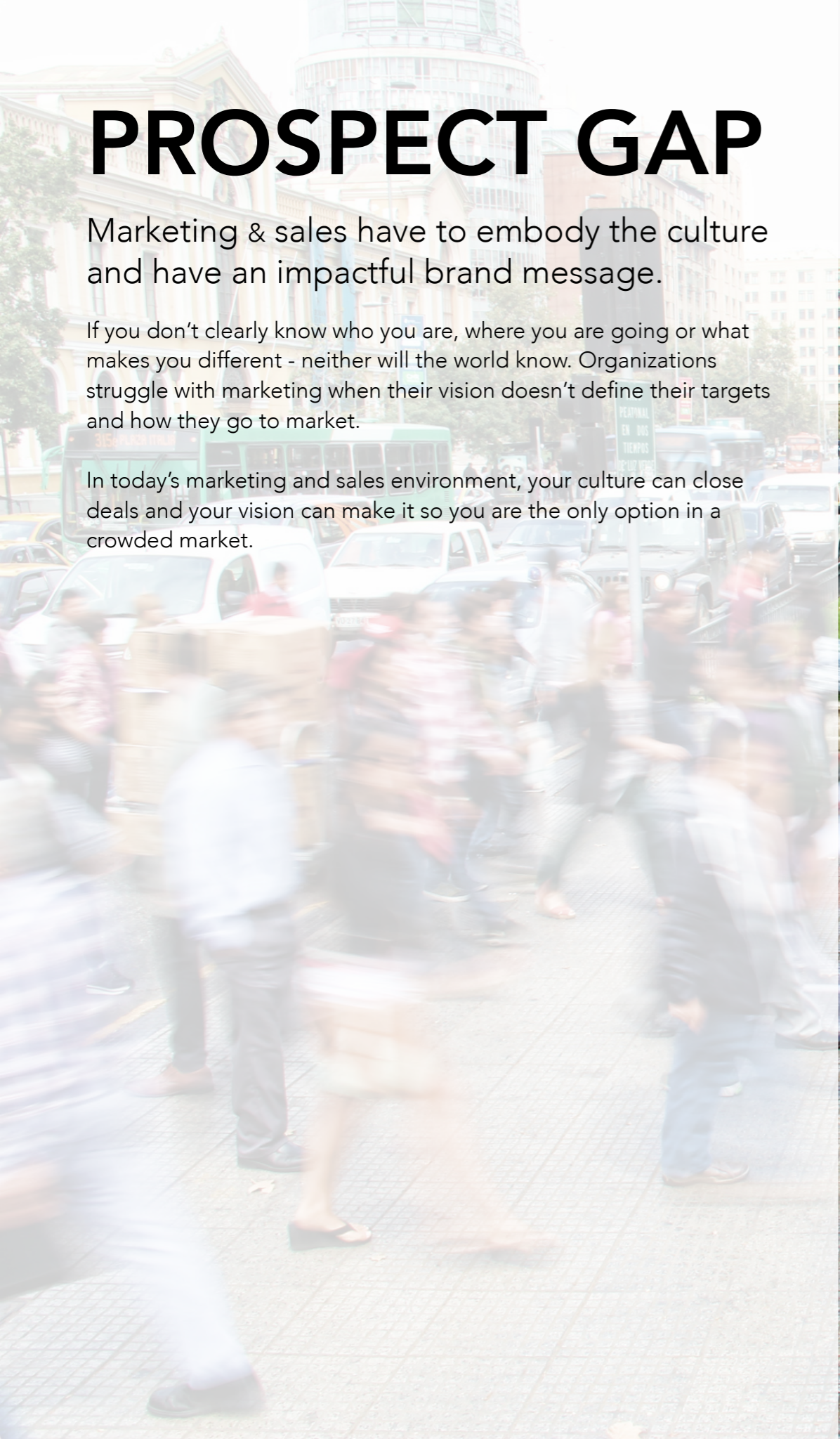


# PROSPECT GAP

Marketing & sales have to embody the culture and have an impactful brand message.

If you don't clearly know who you are, where you are going or what makes you different - neither will the world know. Organizations struggle with marketing when their vision doesn't define their targets and how they go to market.

In today's marketing and sales environment, your culture can close deals and your vision can make it so you are the only option in a crowded market.





# THE PILLARS OF A SUCCESSFUL VISION

The challenges created by A Vision Gap can be solved through the three pillars to a successful vision. Without all three, a leader will always struggle to align their team, customers and prospects.



## DEFINITION

Translate from loose ideas to solid vision.

The challenge is to bring all of these pieces from mental visions into a reality that makes sense and creates a cohesive vision for the business.

These ideas must be pulled out in the right way, filtered and tested to ensure all the elements are in line for success.



## ARTICULATION

Create language to inspire and convince.

Defining your vision is the start, but choosing the right language to articulate details will help translate and connect with the vision.

Finding your voice through the right words, tone, personality and meaning will shape the definition into an aligned culture & brand vision.



## COMMUNICATION

Build tools and methods to win minds.

Marketing and sales communicate with your external audiences while evangelising your internal team builds a high-performance culture.

Your vision needs to be part of the daily dialog of your company and used as a foundational guide for all customer & prospect communication.

One of the biggest mistakes in business is a loose or misdefined vision that is rarely communicated to the team hired to realize it.

“ Good business leaders  
**create** a vision,  
**articulate** the vision,  
**passionately own** the vision and  
**relentlessly drive** it to completion. ”

Jack Welch

# THE ELEMENTS OF YOUR VISION

While a vision can take different forms, essential core components provide a blueprint for a business.



## CULTURE

The foundation of your company that drives all the other elements.

VALUES

WHY

VISION

MISSION



## BRAND

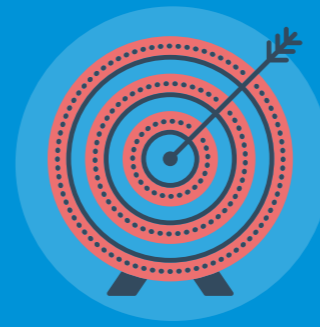
What defines you to the market to drive your message.

SLOGAN

VALUE PROPOSITIONS

POSITIONING STATEMENTS

IDENTITY + VOICE



## AUDIENCE

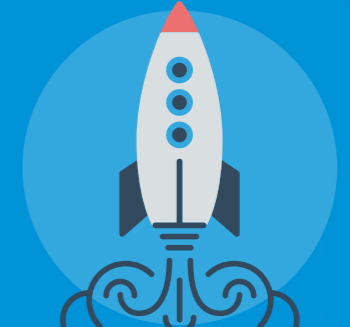
Who you want to reach and the details that matter.

TARGETS

PERSONAS

OFFERINGS

EXPERIENCE



## DRIVERS

How you accomplish your vision and set obtainable steps.

PRINCIPLES

OBJECTIVES

RHYTHM

BHAG

Components of the vision are built upon each other starting with your culture, on to brand, and focused with audience & drivers.

# THE APPROACH TO BUILDING YOUR VISION

This process ensures the right result by working through coordinated steps that filter out the most valuable knowledge, ideas, feelings and plans to get to the authentic root of your vision.



## STRUCTURE

A lot more than just deciding to do it.

Whether through a specialized program like Insivia's ENVISION System or even on your own, building your vision requires a plan.

Each part of your vision has to follow a process that pulls out the right information and tests it to ensure that it meets the criteria of the business. Building your vision in the right order helps ensure you have defined information valuable to the next step.



## COLLABORATION

A vacuum is no place to build a vision.

Involving the leaders of an organization and outside facilitators improves the process by increasing the breadth of ideas and test points.

Even a startup with a single owner can value from running through a structured process with an outside person to help validate and explore their thinking.



## EVOLUTION

Your vision must adapt as well.

A vision is not static and requires constant adjustment. When done right, some elements of your vision will last for years or forever, while others may change every 6 months.

While adjustments are important, do so with trepidation, because quick, hasty changes based on reactions to employees or competitors can poison your vision and take your team down the wrong path.

Your vision is foundational to success and worth taking the time in the right process to set your organization up to win.

## EXAMPLE EXERCISE

# CREATING VALUES

Insivia's ENVISION system helps create all the elements of a vision through structured, collaborative exercises and insightful consulting. To understand how these types of processes build vision in an intelligent way, below is an example of our value development process.

## 1 FUTURE VISION

The first step we take is to have the leadership team sit down and write out what a week in the life of themselves would be in 5 years.

From these we are able to pull key words to describe the kind of organization we want to become. If leaders talk about family, collaboration or other specific aspects of what their vision is like, we compile these into a master list.

## 2 IDEAL TRAITS

The second step asks the leaders to imagine a real person they know that would be "the best person to drive the organization to high success and fulfillment".

Each person should list personality traits of their ideal employee.

## 3 COMBINE + PRIORITIZE

Next, we bring together all the future vision phrases and the ideal traits into a master list on a whiteboard.

Words should be organized into small related groupings to put similar words together. From there, each leadership member gets 10 stickers to choose a maximum of 2 words in each group.

This gives us a more focused list.

## 4 TEST + FINALIZE

At this point, we want to have the team explore the meaning of the focused list and begin to talk about what those words mean to each person removing any that seem like outliers.

A series of questions like 'Would I fire an employee for not following this value?' tests each final word against its true priority to the leadership team.

Through these exercises a final 4 to 8 word list can be wordsmithed to create values that fit the organizations Voice.

# COMMUNICATING VISION

A well defined, articulated vision is powerful, but it also must be communicated often and consistently to your team, customers, and prospects.

Your vision needs to be integrated into everything you do especially marketing, sales, recruiting, onboarding and reviews.

Culture Posters

Value Cards

Brand Books

Sales Playbook

Team Meetings

Office Signage

Reviews

Onboarding

Job Descriptions

## OUR WHY

Obliterate mediocrity, complexity and ambiguity.

## OUR VISION

Help a million companies engage prospects, customers and employees.

## OUR MISSION

Drive disruption through innovative strategic thinking, bold creative and impactful technology.

CLIENTS IN 40 STATES  
AND 10 COUNTRIES

3 OFFICES

THINK SMART  
ACT BOLD

5 PRODUCTS  
ONECOMPANY  
VACATIONHOME

## HIGH PERFORMANCE CULTURE

Our values, vision & mindset are more than words; they inspire and drive us as well as our clients to succeed.

## STRATEGICALLY BOLD APPROACH

Everything we do is built on a foundation of intelligent thinking combined with an unparalleled, skilled team.

## INTERNAL & EXTERNAL IMPACT

We focus on building high-performance internal cultures as well as customer engagement and lead generation.



Love what you do;



Learn something



We are all teachers



Always strive for



Have thoughtful



Never be afraid



# THINK SMART. ACT BOLD.

We Are A Growth Consultancy

Smart strategies, innovative technology  
& sophisticated design to win prospects,  
engage customers & empower employees.

---

Visit us at [insivia.com](https://insivia.com) to learn about our ENVISION system that helps organizations scale through the development, articulation and communication of a great vision.

Andy Halko  
CEO

