



## YOUR VISION

### Tips for Writing a Vision

- |                                     |   |
|-------------------------------------|---|
| <input checked="" type="checkbox"/> | Develop a compelling story.   |
| <input checked="" type="checkbox"/> | Provide a context for the communication.  |
| <input checked="" type="checkbox"/> | State what you stand for as a leader.   |
| <input checked="" type="checkbox"/> | Tell them where you want them to go and the results to which you're committed.        |
| <input checked="" type="checkbox"/> | Tell them what you want <i>from</i> them and what you're going to do <i>for</i> them. |
| <input checked="" type="checkbox"/> | Keep it simple. Develop high-level messages that capture the gist of your vision.     |
| <input checked="" type="checkbox"/> | Use short statements.   |
| <input checked="" type="checkbox"/> | Avoid jargon that may not be understood by everyone.                                  |
| <input checked="" type="checkbox"/> | Use imagery to depict the future state of your team.                                  |
| <input checked="" type="checkbox"/> | Use analogies to explain the different phases of reaching desired goals.              |

### Write Your Vision



## WHAT CAN YOU DO TO...

Get people on board with what is possible?

Communicate the new safety story?

Position yourself as an expert people can rely on?

*For further information and/or questions,  
reach out to Deanell Sandoval at  
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**If you want to build a ship, don't drum up people together to collect wood and don't assign them tasks and work, but rather teach them to long for the endless immensity of the sea.** *Antoine de Saint-Exupéry*