

## Episode 75 – Communicating Your Vision Effectively

***“Good leaders must communicate vision clearly, creatively, and continually. However, the vision doesn’t come alive until the leader models it.” John C. Maxwell***

Leaders can have great ideas but unless they can create a compelling vision for their people - ideas remain ideas. Leadership is about being about to communicate what that vision is on a consistent basis. You are pointing the way and leading them toward the vision. You must first believe in the vision yourself in order to share it.

**Gain Clarity of Your Vision.** You cannot share a vision with others unless you clearly understand it yourself. It does not have to be perfect to gain buy-in, people need to see the vision of what you are talking about. If they cannot understand the picture of what you are creating, you will not gain buy-in. *What is the vision?*

**Make Your Vision Compelling by Sharing Stories.** Describe your vision in as much detail as possible. The use of stories will create a connection between you and the people you are communicating the vision to. People will learn ‘why’ your vision is so meaningful to you. They will start to visualize how they fit into the story. Otherwise, they feel like they are on the outside looking in. It is like looking through a candy store window and not being able to touch or taste any of it. Keep your message simple but powerful. *What stories or experiences can you share that help share that create a compelling reason for making the vision a reality?*





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**Communicate with Enthusiasm.** Be positive about your message. If you are not excited about your vision, you cannot expect others to be. Be passionate and enthusiastic about what you are doing. You want people to be engaged because they say “I want to” rather than them say “I have to” attitude. Otherwise, they will not put in their best efforts as they have no vested interest. People will be drawn to the positive energy you share and will want to learn more. Write out your vision so you can you are describing the vision exactly how you see it and the possibilities. *What excites you about the vision?*

**Communicate a Variety of Ways and Channels.** People like to receive information in different ways. They also each interpret messages in different ways. It is best practice to share your vision through a variety of channels. If you communicate the vision randomly, it will get lost in the whirlwind of other daily activities or your message may get diluted.

One of the most popular and possibly overused ways is through email. Not that it is not effective, it may not have the impact when buried in the others 400 emails you have. You may choose share your vision through one-on-one meetings, town hall meetings, video presentations, or even webinars. It can take from 7-9 contacts with information before they start adopting or moving into action. Overcommunicate your message to ensure it sticks. *What are the best ways for you to communicate the vision and reach your people?*

**Help People See Themselves as Part of the Future and Part of Making an Impact on the Greater Good.** Team members and followers have their own vision – the starts with “What is in it for me?” Talk in terms of how “we” are going to make the vision a reality. People want to be a part of something bigger than themselves by knowing they play a key role in making it happen. Collaborate with and engage your people in the process and help them understand their role and responsibility in making the vision

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become a part of reality. Two-way dialogue is very important. They want to know how what they do will impact the vision and if their work is meaningful or matters. *What part does your team member or team play in making the vision come true?*

**Keep the communicate lines open.** Allow people to ask questions and offer their suggestions. You never know what other experiences people have until the right opportunity comes up to share it. *What can you learn from the questions and feedback people share to strengthen your vision?*

You have a vision. You must now lead the way. Other are watching and waiting to find out how they will make an impact and when it is their turn. Invite them into the conversation and call them to action – to be a part of the vision.

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**DEBRA KASOWSKI, BScN CEC is an award-winning best-selling author, transformational speaker, blogger, and Certified Executive Coach. She has a heart of a teacher and is certified in Appreciative Inquiry and Emotional Intelligence. Her writing has been published in a variety of print and online magazines. Debra Kasowski International helps executives, entrepreneurs, and organizations boost their productivity, performance, and profits. It all starts with people and passion. Sign up the Success Secrets Newsletter and get your free mp3 download today! [www.debrakasowski.com](http://www.debrakasowski.com)**

**Time: 10:02 minutes**

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