

Vision is seeing more than 20/20

Identifying your organization's core values and incorporating them into a clear path for your team

1. First, decide who you are, then decide where you want to go
2. Mission, Vision, Values (MVV) – understand the difference. Simultaneously keep them general enough to apply to a multitude of scenarios but specific enough to truly describe your MVV and accurately guide your team's path
3. Once MVV is defined...post it, share it, recruit with it, retain with it...LIVE IT!
4. Use MVV as your guiding principles and constantly revisit them to stay on track, navigate hardships, and make difficult decisions
5. STAY FOCUSED!!! – Leadership is hard and an unwavering commitment to MVV is critical to the success of organizations

References:

1. Collins, J. (2001). **Good to Great: Why Some Companies Make the Leap...and Others Don't**. HarperBusiness.
2. Pink, D. H. (2009). **Drive: The Surprising Truth About What Motivates Us**. Riverhead Books.
3. Brigman, H. (2012). **Touchpoint Power: Get & Keep More Customers, Touchpoint by Touchpoint**. WBusiness Books.
4. Carnegie, D. (1936). **How to Win Friends and Influence People**. Simon and Schuster. Ritz-Carlton Leadership Center. (n.d). Ritz-Carlton Leadership Experience