

The Value of Vision, Part 1: Is Vision Relevant Today?

Mike Myatt, widely regarded as America's Top CEO coach thinks so - with an empathic YES!

Leadership without vision is like trying to drive blind – it won't end well.

Here are some excerpts from an article on vision he recently wrote:

The best evidence of the importance of vision is what occurs in its absence– mediocrity, irrelevance, and ultimately, obsolescence. **Why do so many organizations struggle with creating a cohesive, aligned vision?** The answer is regrettably obvious – many leaders are simply failing to lead.

Organizations don't have leadership issues – they have vision issues. Leadership decoupled from vision is nothing short of a farce. Vision isn't just ethereal hocus-pocus; it's the core manifestation of an organization's values. Vision is what gives a company its forward leaning bias and constantly propels the enterprise beyond the status quo.

Vision statements, as implied in the construction of the phraseology itself, put forth a statement of envisioned future. This vision, if successful, must be underpinned by core ideology (values) and then expressed with clarity and conviction.

Life is just plain easier when you can see what's ahead of you. Great leaders understand the value of simplicity in all things, and nowhere does simplicity add more value than as it relates to vision. A vision not understood will be misunderstood, misdirected, or ignored. A vision that is values based and simple is easy to evangelize and operationalize. All a leader must do is focus on the right things.

Don't be in the business of business – be in the business of leadership. At its essence, leadership is the business of defining and articulating vision (why), and then aligning people (who) with said vision – these are the two key strategic elements of leadership (leadership + purpose + people = culture).

Leadership isn't easy, but it also need not be overly complex. Great leaders are gifted at simplifying everything around them – they are focused on the right things, which allows their processes to fuel creativity and innovation not stifle them.

Lastly, don't get caught up in attempting to develop something catchy to be encapsulated within a piece of framed artwork that hangs on the wall yet is never put into practice. It is much more important that your vision be understood by company employees, and translated into the resultant authenticity of their actions.

Read the full article [here](#).

Read more from Mike [here](#).