



WHAT DOES IT MEAN TO CREATE A VISION?

5 POINT CHECKLIST

Charles Handy's definition of a vision states that "A leader shapes and shares a vision to give point to the work of others". Handy's checklist has 5 key points:

- **Is it different?**
A vision needs to be different from an existing plan, and preferably different from the plans of competitors.
- **Does it make sense to others?**
A vision should stretch the imagination of others but remain within the bounds of possibility.
- **It is understandable?**
A vision has to impact and be presented in a compelling way so that it sticks in the mind.
- **Can people live the vision?**
A vision must be sufficiently obvious so that people through their actions and behaviours are seen to be living the vision; words are not enough.
- **Are others signing up to follow?**
A vision must be able to attract followers, and if it doesn't then the vision or its presentation needs to be refreshed.