



Everyone Needs 'Your' Vision By Ann Golden Eglé, MCC March, 2017

One of the most striking traits of the highly-successful individuals with whom I've had the pleasure to meet and work is that they have a strong vision for where they are headed.

Jim Carey wrote a check to himself for \$10,000,000 for 'acting services rendered' when he first hit Hollywood as a complete unknown. This is a classic example of having a vision and not letting go.

Carey kept this same check in his wallet for ten years until it deteriorated. The 'cashable' check came soon thereafter for movies that he couldn't have imagined when initially writing the check—*Dumb & Dumber*, *Ace Ventura/Pet Detective* and more.

Visions are often vague in the beginning as with Carey's. He envisioned himself as a phenomenally famous actor while the details escaped him.

He was not focused on the 'what if's,' naysayers, self doubt, or details. The only thing that mattered was his \$10,000,000 vision and accepting opportunities that presented themselves to turn this vision into a reality.

"A vision is a picture or idea you have in your mind of yourself, your business, or anything important that is going to happen. A clear vision helps you pursue dreams and achieve goals; an idea of the future, a strong wish. A vision that is clear will open your mind to the endless possibilities of the future." Julian Burke, *Success Secrets*

As leaders, it's vital that you not only have a vision for yourself; your team as a whole; individuals on your team and overall business, but that you share that vision. Below are some of the key benefits of having and sharing your clear vision.

Passion. A clear vision creates infectious excitement amongst your team, an emotional connection to what's ahead. With this shared drive and energy, goals are more easily created and attained.

Answer the 'Why.' A complaint I often hear is "I have no idea why I have to spend so much time on this project when I have so much on my plate." A vision answers the 'why' question. Turn this complaint into inspiration: "I'm excited to complete this project because it's an important piece of attaining our company vision."

Motivation. Mundane tasks take on a whole new meaning when there's a shared outcome in sight. Think of filling out projection charts over and over again as things change. Mundane,

absolutely (unless you love making projection charts.) However in knowing that each chart will get you closer to making your vision a reality, the charts are much more meaningful.

Peer Recognition/Appreciation. How often do you understand the importance of your colleague's work? The person who works diligently each day in the office or cubicle next to you is a part of bringing your vision to fruition. Without having this shared vision, their work goes unnoticed or unappreciated. This is especially true when teams seemingly have competing goals as in sales/marketing and compliance.

Overcome Challenges. Think of starting a new running program. Will there be challenges and times when you simply don't want to get out and brave the elements? Yes. However, with the vision of finishing a race it's easier to overcome each challenge that arises. The same is true in business. Challenges and irritations are more easily overlooked with a collective vision in mind.

While some visions are private and need to be kept to oneself, most involve other people. Your business, family, church, nonprofit—anything that really matters to you will benefit from your vision of what's ahead.

Leader, I challenge you to create and share your vision.

A client recently told me that she doesn't have time to create a vision for her company. "It takes too long and involves too many people." Is that true? I'll explore an easy path to creating your vision next month. If you have questions or would like to share techniques that work for you please email them to me. You may see them in next month's article.

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