

VisionPlex®

A Tool for Building Better Vision Statements

A vision statement is one of the most powerful tools that a leader can use to motivate, inspire, and guide employees. Most organizations, small and large, have a vision statement. Unfortunately, most vision statements lack the impact that they could have.

Clearly, creating a vision statement that has impact is both art and science. VisionPlex® is a powerful new tool that gives leaders amazing insight into their employees' view of the vision statement and ideas for creating a truly inspirational vision statement. VisionPlex helps business leaders who are faced with these challenges:

I really like the vision statement that I came up with but it hasn't caught on with my employees. Most of them don't even know that we have one.

My executive team and I spent a lot of time coming up with a vision statement, but I'm not really charismatic, so I am not sure how if we've chosen the right words.

I know that my company's vision statement needs an overhaul. I don't really know why my employees don't find it as motivating as I do. Where do I start?

CONTACT US

WWW.VISIONTELLIGENCE.COM
SHELLEY@VISIONTELLIGENCE.COM

What Is The VisionPlex framework?

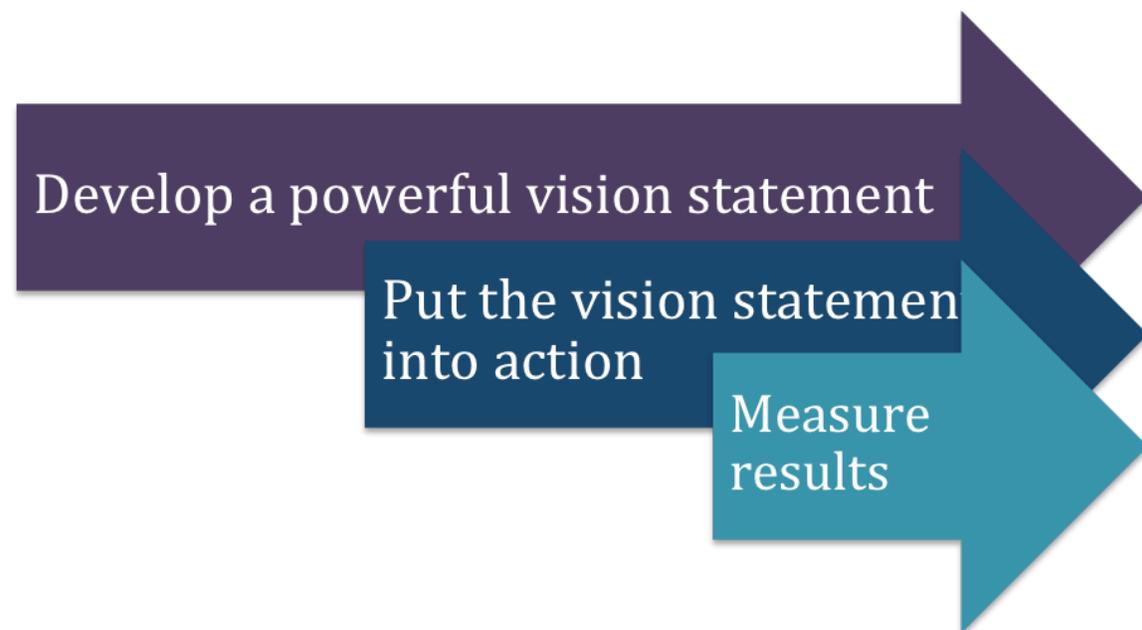
The VisionPlex framework is our research-based blueprint for enacting change in organizations. We believe that the power to grow and achieve is within all employees. As a leader, you need to show them the future that it is possible to create together.

Expensive systems, tools, and technology do not cause change. New verbiage does not cause change. High priced consultants cannot accurately put your ideas into words.

Your vision statement is the basis for everything the organization does, whether you are selling retail products, consulting services, or protecting the beauty of state parks.

Only once a powerful vision statement is in place can you and your employees put it into practice. A truly powerful vision statement guides all subsequent actions. It is the yardstick against which decisions are made. It is a beacon that sets direction. It focuses attention on actions that align with the ideal future that you envision.

Research has shown that powerful vision statements, when properly implemented, lead to improved organizational performance, including increased revenue. This process is shown in the VisionPlex framework below.



This whitepaper describes a straightforward way to get feedback on your vision statement from those who matter most—employees.

The idea is simple—ask employees if they are motivated, inspired, and engaged by the vision statement. VisionPlex is based on decades of sophisticated research on charismatic and transformational leadership, and it provides a conduit for your employees to share their thoughts.

VisionPlex brings the “science” of the vision statement. It’s up to you to provide the “art.” Visiontelligence can help you put your ideas into words and implement your vision statement.

What Are The VisionPlex Dimensions?

The VisionPlex survey measures seven key dimensions that comprise effective vision statements:

1. Clarity
2. Brevity
3. Abstractness and challenge
4. Description of organizational purpose
5. Future focus
6. Statement of a desirable goal
7. Definition of success

These key dimensions have been thoroughly researched over the past three decades. Simply having a vision statement is not enough – a good vision statement can have a positive impact, while a poor vision statement can have a negative impact.

Scientific research shows that vision statements containing the seven key dimensions are linked to:

- Increased organizational growth and financial performance
- Improved employee performance
- Increased job satisfaction and commitment

At Visiontelligence, we recognize that the only perspectives on your vision statement that matter are yours and your employees. VisionPlex lets employees share their thoughts about your vision statement in a constructive, positive, and confidential manner.

How Does VisionPlex Work?

VisionPlex combines today's online, secure survey tools with our decades of research and expertise on the impact of vision statements. VisionPlex consists of three straightforward steps.

1

*Plan the
VisionPlex
Survey*

Step 1: Plan the survey.

At Visiontelligence, we know that communication is crucial. We help you tailor the communication that is sent to your workforce so that they understand the reason for the survey and feel confident that their responses will be kept confidential.

Step 2: Conduct the survey.

We send the VisionPlex survey to your workforce, summarizing the results so that you can take action. The survey can be completed online at each employee's convenience. It takes about 10-15 minutes to complete.

2

*Conduct
the Survey*

3

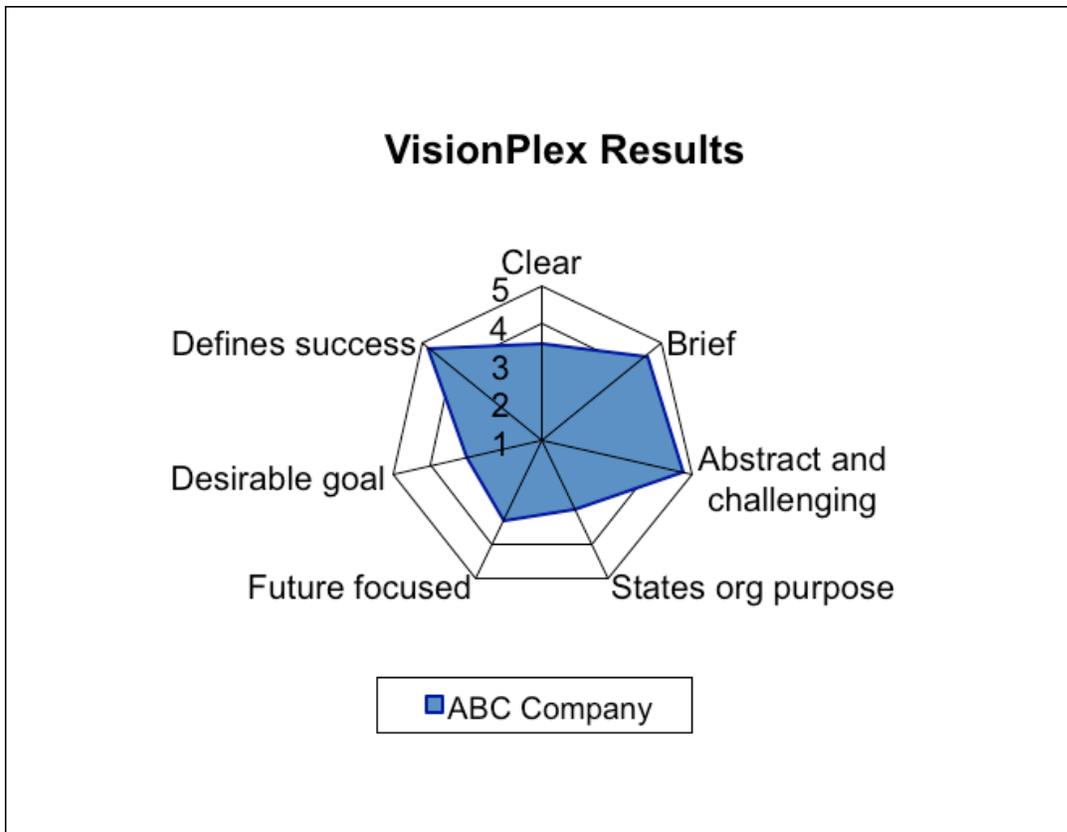
Review the Results

Take Action!

Step 3: Review the results and take action!

The VisionPlex report summarizes your vision statement's effectiveness, from your employees' views, on each of the seven key dimensions in a single graphic, called the VisionPlex.

We also present more detailed results for leaders who are interested in really diving into the data. Although we give you guidance for revising the vision statement, this is where you—the leader—turn the science into art.



Changing your vision statement is more “art” than science. You know your business and workforce better than anyone and, armed with VisionPlex’s results,

can focus your creative energies on creating a truly inspirational vision statement.

Is It Really This Easy?

Leading a business is no small undertaking. Visiontelligence's goal is to help make the leader's job a little bit easier by sharing with you how your employees see your vision statement. We give leaders crucial insights into how their workforce sees the vision statement.

Leadership is both an art and a science. We bring the science to your vision statement by applying well-researched findings. Never before have we known so much what makes up a good vision statement. Visiontelligence used this scientific knowledge to create VisionPlex, so that you can provide the "art." We help you *build a better vision statement!*

What Are The Next Steps?

Our **Vision Development System** walks you through a coaching process to help you bring your vision statement to life. We also offer a group-based **Vision Development Workshop** and can speak at your meetings.

Once you have an effective vision statement in place, you and your employees must work together to put it into action. **VisionPlex® In Action** takes a similar approach to VisionPlex by seeking employee feedback on ways the vision statement is implemented.

Measuring results is extremely important. We also offer **VisionPlex® Impact** surveys that measure customer satisfaction and employee satisfaction, including work-life balance. We leave it up to you to measure revenue growth.

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