Shared Vision & Aligned Leadership

Inspiring Possibilities, Shared Purpose, Aligned Action

A guided strategic planning process enabling boards, executive teams, task forces, cross-functional teams and natural work teams to work together with renewed focus, energy, and drive. For organizations that want their teams to pursue ambitious objectives with enduring collective commitment.
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While many planning frameworks imply that all the important questions can be answered from objective data, experienced people know that a vision without commitment is no vision at all. It therefore makes sense to link your strategies to the aspirations of those who must bring them to fruition.

Yet few organizations do. Traditional planning frameworks rarely give rise to open, honest examination of what people most want to create.

In contrast, Shared Vision & Aligned Leadership guides senior teams, task forces, natural work teams, and other key groups to uncover their shared aspirations, analyze their strategic assumptions, and work together to determine true breakthrough possibilities. Teams then decide – in practical terms – how they will pursue the outcomes they desire most.

Shared Vision & Aligned Leadership is a structured, team-based planning process, not a training workshop. Our consultants guide your team through the tasks at hand – fact finding, action planning, strategy formulation and implementation – while helping you to work together in new, more productive ways. Our consultants also serve as just-in-time coaches, helping team members explore and apply concepts of systems thinking, and skills for building a purposeful, aligned, and effective team. During Shared Vision & Aligned Leadership sessions, teams engage in an intensive and highly productive process which yields:

**Strategic Vision and Goals**
The results you want to create, the values and culture you desire, and where you want to be – as an organization and as a team.

**Productive Conversations**
The similarities and the differences in how people think about the external forces, whom you serve and your organization’s ability to create and pursue innovative strategies.

**Consensus on Current Reality**
An honest, open appraisal of where you are today in relation to the vision and core purpose you’ve just articulated.

**Targeted High-Leverage Result Areas**
Areas in which focused attention and action will produce the greatest progress toward fulfilling your vision and core purpose.

**Next Steps, Clear Roles, and Accountability**
Clarity about what needs to happen to ensure effective follow-through, and an understanding of what role each member of the team will play in carrying out the plan.

**Operating Principles**
Collective commitments about how you want to operate as individuals, a team, and an organization.

“Shared Vision & Aligned Leadership is the most effective means I have found to unlock the creative potential that exists in both individuals and teams, and to align their energies to achieve extraordinary business results.”

Kevin Peterson
Former CEO and Publisher,
The Calgary Herald

“As a growing business faced with major expansion plans, we were concerned with the multitude of choices we were facing. Choosing the correct initiatives would be vital to our survival in the long term. The Shared Vision & Aligned Leadership process enabled us to judge which strategic initiatives to resource, giving us the confidence and energy to drive them forward.”

Nigel Quick
Director, R. F. Brookes
Applications for Shared Vision & Aligned Leadership

This program can help virtually any group excel in achieving a common task or purpose, but is especially relevant for organizations wishing to:

- Identify and pursue “stretch goals”
- Build real commitment to strategy and its implementation
- Raise the performance of leadership teams at the board and senior level
- Pursue effective strategic partnerships
- More effectively collaborate and innovate across business units/boundaries
- Get existing teams unstuck and moving forward toward ambitious but attainable goals
- Increase the effectiveness of cross-functional teams

Significantly, the **Shared Vision & Aligned Leadership** process doesn’t rush team members to “sign on” to ambitious goals. Rather, it builds “creative tension” and encourages team members to constructively and collectively identify the obstacles blocking the way to their strongly held aspirations.

This unusually open discussion of the constraints perceived in the internal and external business environment brings to the surface issues that would otherwise arise only during the execution of strategies. The team resolves its creative tension by identifying a handful of high-leverage results it will achieve to close the perceived gaps between current reality and desired outcomes.

Thus, the stage is set for focused and self-motivated change, thoroughly reinforced through role clarification and accountability for action. The result is a top team that can move forward confidently to achieve their goals.

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**A CEO issued a challenge to five of his top executives:**

“Do something spectacular. Tell us how we can have financial information systems that are consistent - and consistently world-class - across this corporation.” **Shared Vision & Aligned Leadership** was used to help the five think and act as a team, and to accelerate and support their strategy development efforts. As the team’s work progressed, other key executives were drawn in. Not only did the process yield the compelling recommendations the CEO had requested, it also led directly to the development of an integrated, “does it all” new business software that has been consistently applied and widely applauded across the corporation.
To make big things happen in your organization, you have to know what’s important.

You can learn a lot about what’s important from your standard business data.

But if you want to pursue ambitious goals... to reach beyond what you’re certain you can achieve... you must also know what’s important, really important, to yourself and to the people around you.

Why? Because commitment to the vision is as important as the vision itself.

When groups base their vision on their aspirations – on the things they want most – they often find they want many of the same things, and that those things are inherently good for the organization. Even long-standing teams uncover a collective commitment they never knew existed.

*They see just how much they might achieve*...