LEADING TRANSFORMATION #46:

TRANSFORMATIONAL COMMUNICATION--VISION CASTING

One important aspect of Transformational Communication is Vision Casting. It is an essential element of Direction Setting.

Vision must be informed by lessons from the past, and fueled by resources of the present, whilst focusing on the desired future. It must also be informed those one is accountable to, and for, as well as peers. This is the concept of 360 Vision.

360 VISION

360 Vision is based on mountain top perspectives. At the top of the mountain one is able to have an appreciation for the entire scope of the vision; in terms of time span, relationships, space, and other contextual realities. 360 Vision sees farther; appreciates broader contexts; and results in deeper insights. Vision well communicated expands the possibility-horizons and possibility-potentials of others.

CHARACTERISTICS OF GOOD VISION CASTING

1. 360 Vision

2. Simple and Clear

4. Inspires hope

5. Captivates hearts and minds

6. Motivates to action

7. Empowers others to own and run with their part of the vision

VISION LIFESPAN:

Vision has a lifespan. When new direction is being set, it is important to communicate the vision for a new future multiple times and in multiple ways. A useful guideline for launching a new vision is to aim at sharing it 7 times in 7 different ways. People have their different “vision lifespans.” They need to be reminded regularly. It is the responsibility of the Growing Community of Change Leaders to communicate the vision as frequently and diversely as is deemed necessary.

REFLECTION:

1. How effective are you in Vision Casting?

2. What would you need to do to improve your ability to use vision casting to engage and empower others to lead transformation?