

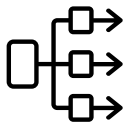
# CLARIFYING VISION

Help teams draft a clear and compelling vision

## THE VALUE OF THIS TOOL



Simplifies the process of writing a clear and compelling vision



Guides the user with thought-provoking questions

## USE THIS TOOL WHEN

1

A team doesn't have a clear vision or their current vision needs reviewing

2

A team wants to create a clear vision to align with the company vision

3

There is a need to craft a compelling vision for the direction of the team

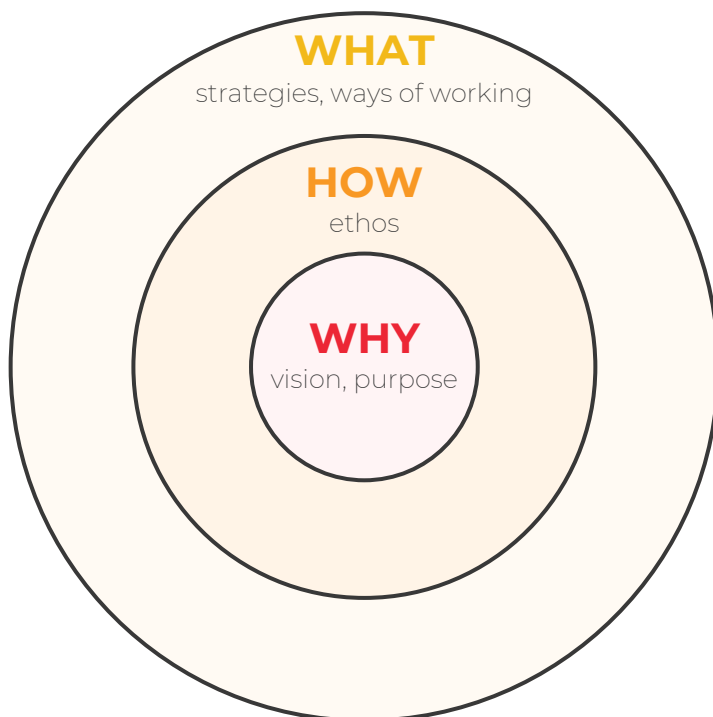
## THE PROCESS

### STEP 1

#### Understand Outside In vs. Inside Out

➤ **Outside In** is an outcomes-based approach, with the **what** as the primary focus.

**Inside Out** is an identity-based approach, with the **why** and **how** as the primary focus driving the **what**.



#### OUTSIDE IN

- not achieving outcomes ➔ crisis of identity, purpose and motivation
- achieving outcomes ➔ not feeling successful because other companies are earning more, selling more etc.
- fragile, less flexible

#### INSIDE OUT

- outcomes don't determine identity and team motivation
- setbacks are opportunities, not existential threats
- resilient, flexible

### STEP 2

#### Complete the vision template

➤ What is my picture of the ideal future?  
What is the major problem we are addressing?

- Criteria for a vision
- Clear - people must see it
- Compelling & inspiring
- Addresses a key problem
- Internal & external (flow from within, to outside)
- Attainable (1-2 years)