

# COMMUNICATING VISION

Articulate Direction  
Clearly and Convincingly

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*It is critical to communicate purposeful direction. Without clear vision or guidance, people become unfocused and confused. (Proverbs 29:18)*

## BACKGROUND

Influential leaders are great communicators; their ability to clearly articulate their vision and values is essential for managing processes and organizations. According to a Gallup study, only 22% of employees strongly agree that their company's leaders have a clear direction for their organization. While 78% of leaders feel communications are clear and engaging, only 51% of employees agree. The disparity between perception and reality highlights the importance for leaders to develop and effectively share direction with their teams to inspire and guide their organizations effectively.

## ACTION STEPS



### Define Your Vision

Familiarize yourself with the organization's core mission, vision, and values. Work collaboratively to craft a compelling vision. Consider your long-term goals, values, and purpose.

### Convey Vision Clearly

Convey your vision in a compelling message. Storytelling may evoke emotion and demonstrate the vision's influence. If needed, invest time in learning new communication techniques.

### Be Specific & Use Examples

Be genuinely enthusiastic and use clear, concise language. Use engaging examples to add credibility. If the vision is confusing or too long, you will quickly lose momentum.

### Communicate Regularly

Team meetings, presentations, newsletters, and one-on-ones should reaffirm the vision. Consistent communication builds trust and keeps the vision in mind.



## TAKEAWAYS FOR SUCCESS

Effectively conveying vision inspires teams, fosters alignment, and drives transformational change within organizations. Your ability to communicate with clarity and passion can shape the future of your organization and bring your vision to life.