

Vision

Definition

Creates and communicates a compelling vision and sense of purpose, linked to the organization’s overall direction and long-term strategy.

Inspires and motivates people to co-shape and execute the vision by providing clear direction and seeking alignment.

#Focus #Vision #Clarity #Direction

Mindset

WE NEED LESS OF THIS	WE NEED MORE OF THIS
“What is the added value for me to align with the company’s vision?”	“I am optimistic and convinced about the future possibilities and I am happy to look beyond the here and now.”
“What is the added value for me to get a deeper understanding of the company’s vision?”	“Providing clear direction and aligning work to the organization’s strategy and vision allows my team to work more efficiently.”
“I do not need a vision; the vision is for our president or executive team only.”	“When I invite others in creating the vision for our team/organization, we come up with great and tangible ideas together.”

Vision

Behavior anchors

1. Emerging

- Understands the company's vision and direction.
- Is committed to the company's vision and communicates it clearly to those within own area of responsibility.
- Is optimistic about future possibilities and looks beyond the here and now, and encourages others to buy-in.
- Ensures activities are aligned to overall vision and strategy.

2. Evolving

- Develops a personal perspective on the future vision for own area of responsibility.
- Communicates the company's vision and purpose and articulates how it will achieve the organization's goals.
- Acts and implements strategies and goals in accordance with the company's vision.
- Talks beyond today and is optimistic about own role in influencing the future.

3. Influencing

- Generates interest and optimism in others by sharing the vision, long-term business strategy and a clear roadmap for execution.
- Works with other leaders and executives to co-shape vision and long-term strategy; articulates the change required from an operational and commercial standpoint.
- Communicates the company vision within and beyond own areas of responsibility using multiple channels and opportunities.
- Ensures direction and alignment of others by reinforcing their role and contribution towards achieving the company's strategic goals.
- Encourages others to share ideas on how to tie activities and goals to the vision and long-term strategy.

4. Transforming

- Considers the interconnectivity of the ecosystem and dependencies of different components to achieve the vision.
- Creates a compelling story and sense of shared purpose by clearly highlighting how every person contributes to the success of the organization's transformation.
- Inspires and invites people to co-shape and execute the vision by providing clear direction and seeking alignment.
- Builds coalitions to broadly share the vision and business strategy, for both internal and external stakeholders.
- Empowers others to apply their own thinking to implement the vision in practical terms.

INSPIRE THE FUTURE

Vision

How it helps



Me

By creating and communicating the vision, I will be able to create clarity for me and the team to execute strategy and drive results.



My Team

By communicating the vision to my team, I will provide more clarity on the direction so that we are aligned, and we can achieve more as a team.



Konica Minolta

Inspiring and executing the vision through the business strategy facilitates and accelerates the digital transformation.