

"The Soul Woman"

GROWING BUSINESS AROUND PEOPLE



VISIONARY LEADERSHIP

"We need leaders of inspired idealism, leaders to whom are granted great visions, who dream greatly and strive to make their dreams come true; leaders who can kindle the people with the fire of their own burning souls."

In this 21st Century, the words Visionary Leadership is hot. Some people swear by it, others think it is a waste of time.

Vision quite simply means seeing the big picture. Some vision statements with organisations are poorly crafted and very often are like prized trophies as you enter the company. Too often today, as I work in companies I find that the vision statements are empty words and a large percentage of the employed don't even know what the vision of the company is.

I passionately believe that when a leader has true vision, it can and will provide the essential 'spark' that makes the difference between people going through the motion and people who are trying to achieve something. Vision appeals to the higher self, something above and beyond the mundane and every day. A vision presents an idealised view of what the future can be. It empowers employees with something to strive for. Vision can be particularly important in times of crisis.

There are important elements needed when composing a successful vision. It must be simple and to the point so as everyone in the company can remember it. It needs to be flexible and consistent so that it will blend with the values of the company and most of all the vision needs to be optimistic. For example, Steve Woznick and Steve Jobs didn't set out to just make computers but to have Apple Computers change the world.

How many lives have been significantly changed around the world in an optimistic way by technology?