

Vision Storytelling Is Something Leaders Need Now!

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Most corporate vision statements are a dime a dozen.

They do little to help in staff recruitment or retention.
Why?

They simply are too flat to engage or inspire!

Indeed, these kind of common "vision" statements don't describe the Company or what it's like to be part of the organization. They don't serve to distinguish a specific business from one with whom they compete.

A Strategic Vision should be much more than this kind of common, "apple pie" and Chevrolet fare.

It is for this reason that I advise my clients to craft a "Vision Story" – something with depth, something so compelling and vivid that the average business professional wants to be part of it, because they can see how becoming part of THIS business will help them to become part of something bigger than themselves.

Indeed, leaders need to invest in vision storytelling now. They need it to retain top talent. They need it to attract new talent. They need it to help their customers recognize why they want to do business with them.

Key elements of any good story are hero, villain, challenge and triumph.

Here are some simple ways to get started in crafting a story that informs and inspires:

- **Hero:** Your organization! Talk about who you are, what you do and what makes you special. Typically done in a page.
- **Villain:** Your competitors! Talk about who they are and why you're different and better. Typically done in a page.
- **Challenge:** Things that you need to improve! Go deep here. Talk about strategic direction, leadership, culture, people, trust and change management issues. Combined with the "Triumph" part of the story, this is typically accomplished in 8-10 pages.
- **Triumph:** How you intend to succeed. Identify the things that you're going to do and put into place to overcome your challenges and succeed in achieving your strategies.

[Reach out to me](#) if you would like to discuss how you can develop your vision story. You need one, now!

