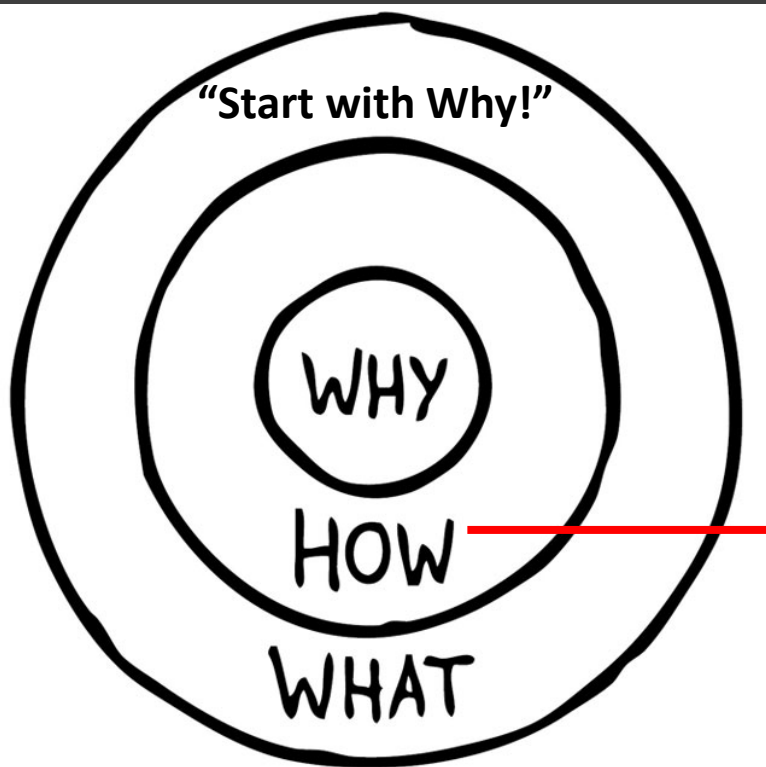




# DEVELOPING VISION

“The first responsibility of a leader is to define reality.” Max DePree

Simon Sinek’s “Golden Circle”



Why = The Purpose  
How = The Process  
What = The Result

## VISION is the HOW

The leader’s repertoire of BELIEFS,  
specifically tailored for the team.

The stated expectation of  
PERFORMANCE that will lead to  
success.

The translated expression of  
CULTURE a leader wishes to create.

**Attitudes – Behaviors – Habits – Culture**

### Develop your VISION by:

- Identifying the core values or guiding principles that shape who you are & how you lead.
- Create a clear picture of what it looks like for your team to achieve that success.
- Select the core performance attributes that apply to the entire unit...then make them memorable.

### Live the Vision

### Speak the Vision

### Evaluate the Vision

### Celebrate the Vision