



THE LEADER'S BLUEPRINT
FOR CREATING A COMPELLING VISION
AND ENGAGING THE WORKFORCE

LEADING WITH VISION

BONNIE HAGEMANN
SIMON VETTER & JOHN MAKETA

"All leaders must read this book and, most importantly, put it to use immediately." JIM KOUZES, co-author, *The Leadership Challenge*

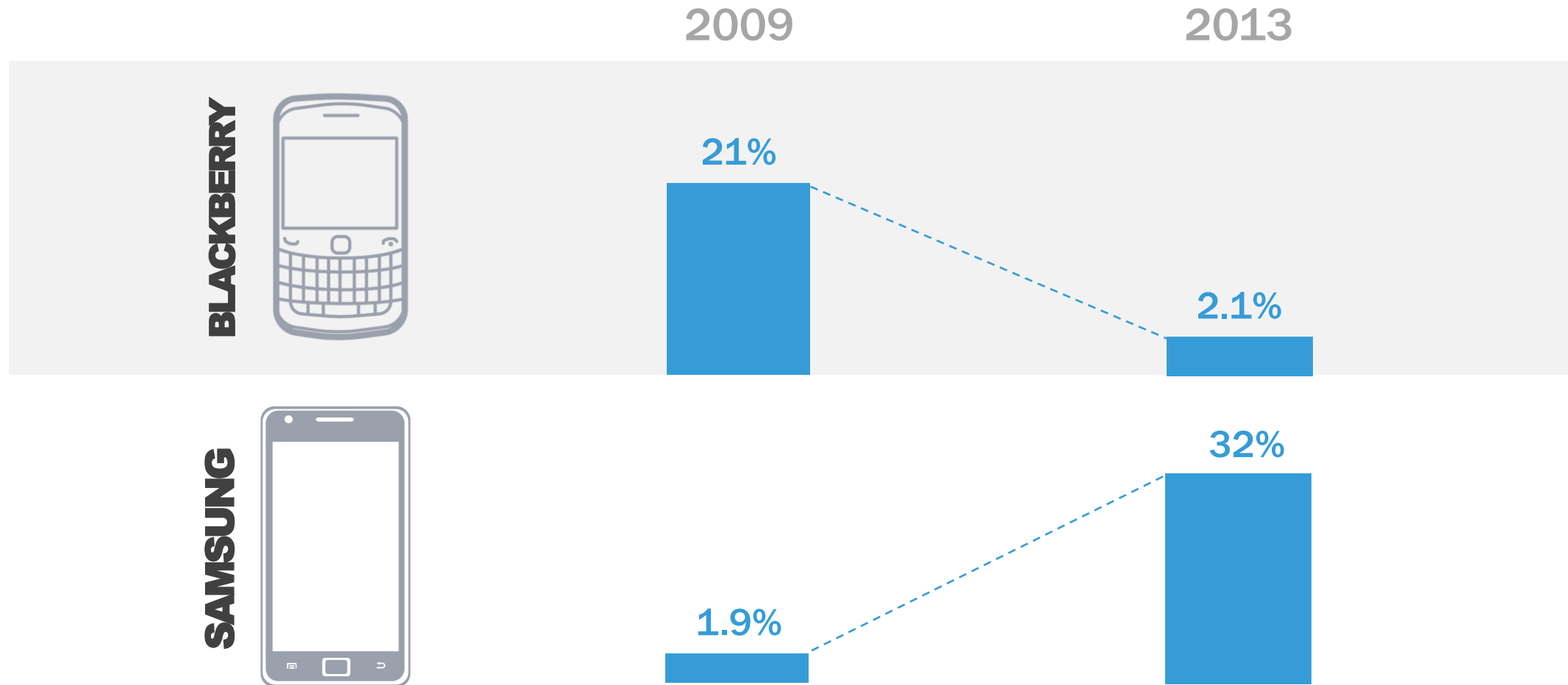


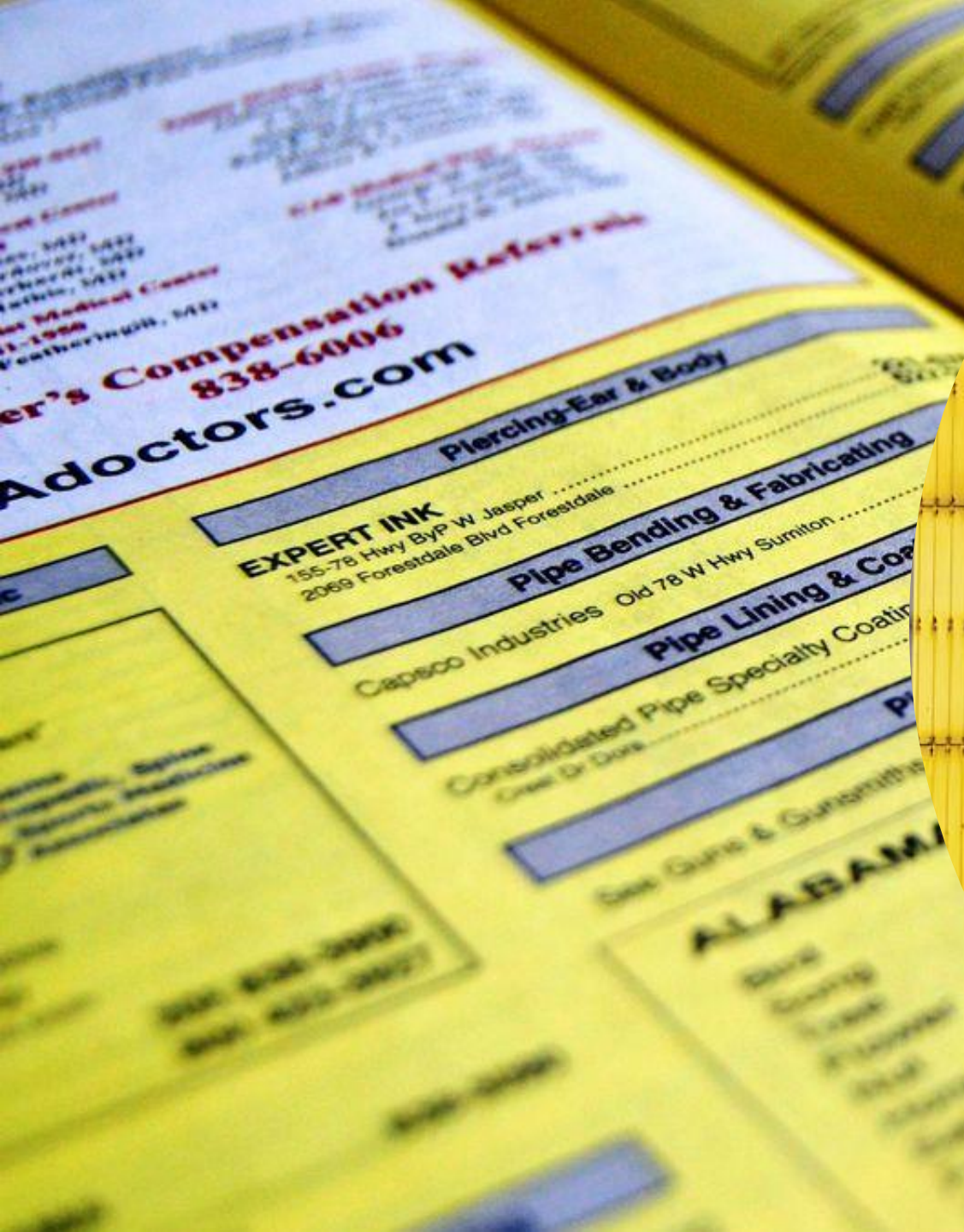
TRENDS IN THE SHIFTING WORKFORCE: LEADERSHIP AND WHAT IS NEEDED

**You Can't
Stop Change,
But You Can
LEAD IT**



What Happens if You Don't Change?











Supress

“I can’t remember... do I work from home, or do I live at work?”





**We're going to have to dream our
way through this.**





airbnb

CULTURE

MISSION

VISION

STRATEGY

STRUCTURE

VALUES

DEFINING A VISION

A clear picture of a positive future state. For organizations, a vision articulates this view of a realistic, desirable, and positive future state.

The vision answers, indirectly, the question of **where the company is going.**



Compelling Visions & Missions



“A computer on every desk and in every home running Microsoft software.”



“Our mission is to build the future of flight now.”



“To open space and make it accessible and safe.”



“We aim to build the future infrastructure of commerce. We envision that our customers will meet, work and live at Alibaba, and that we will be a company that lasts at least 102 years.”

“Conductive Environment”



CULTURE



Employees love **cultures**, not companies.

Capturing Hearts



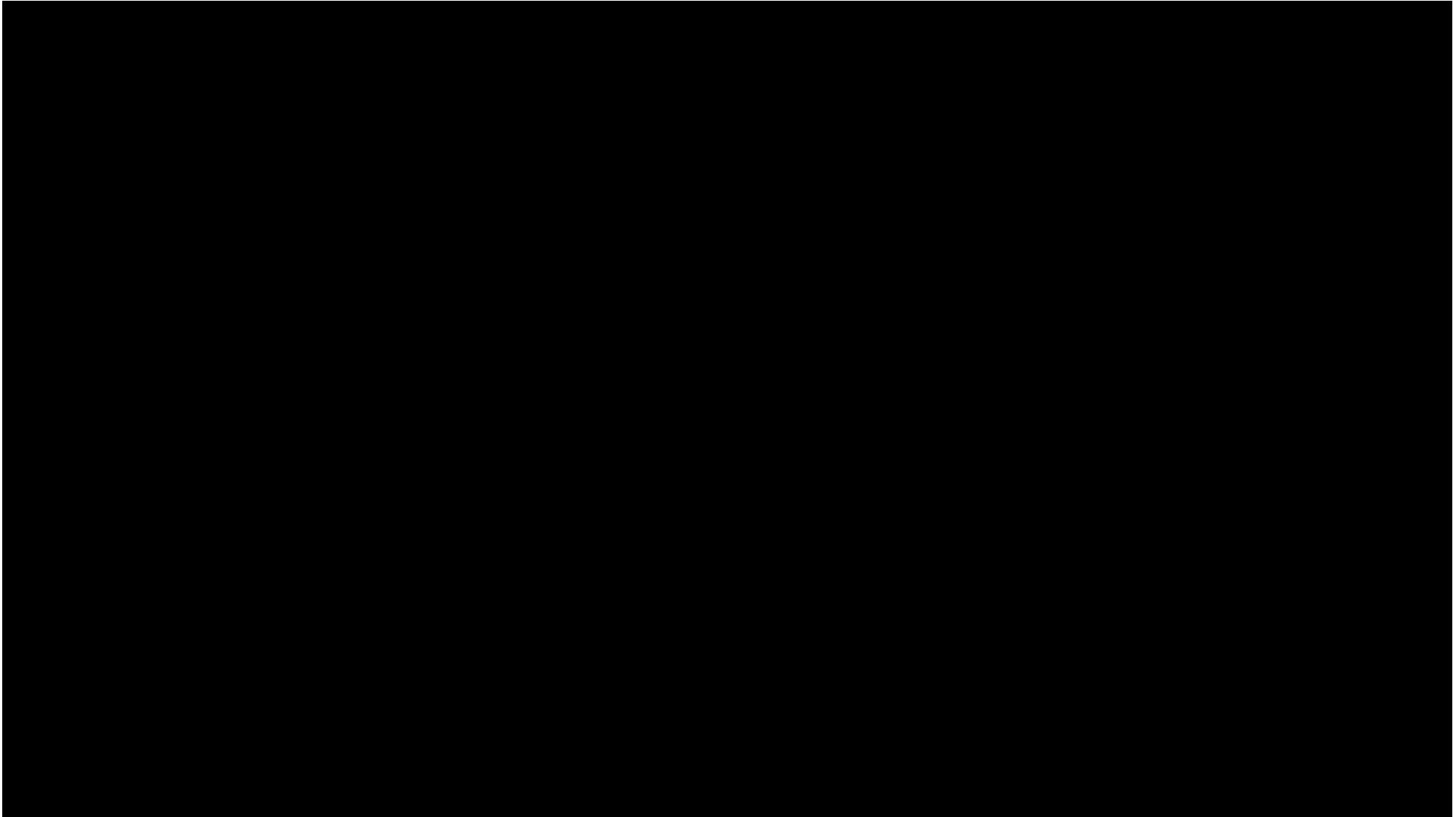
CONNECTIVITY



“Work had to be **enjoyable on a daily basis**. We all had to come to work on the balls of our feet and go up the stairs two steps at a time.” - *Yvon Chouinard*



Purpose



Crystal Clear Communication



As clear as a **music note**.



Courage Requires Calculated Risk



It takes courage to **create a vision.**

Everything is Shifting

Right People, Right Places

Pinging for Alignment

Leading through Change

Managing Performance

Moving off Poor Performers

1

Set the Vision

2

Establish a Strategy

3

Develop your Workforce

4

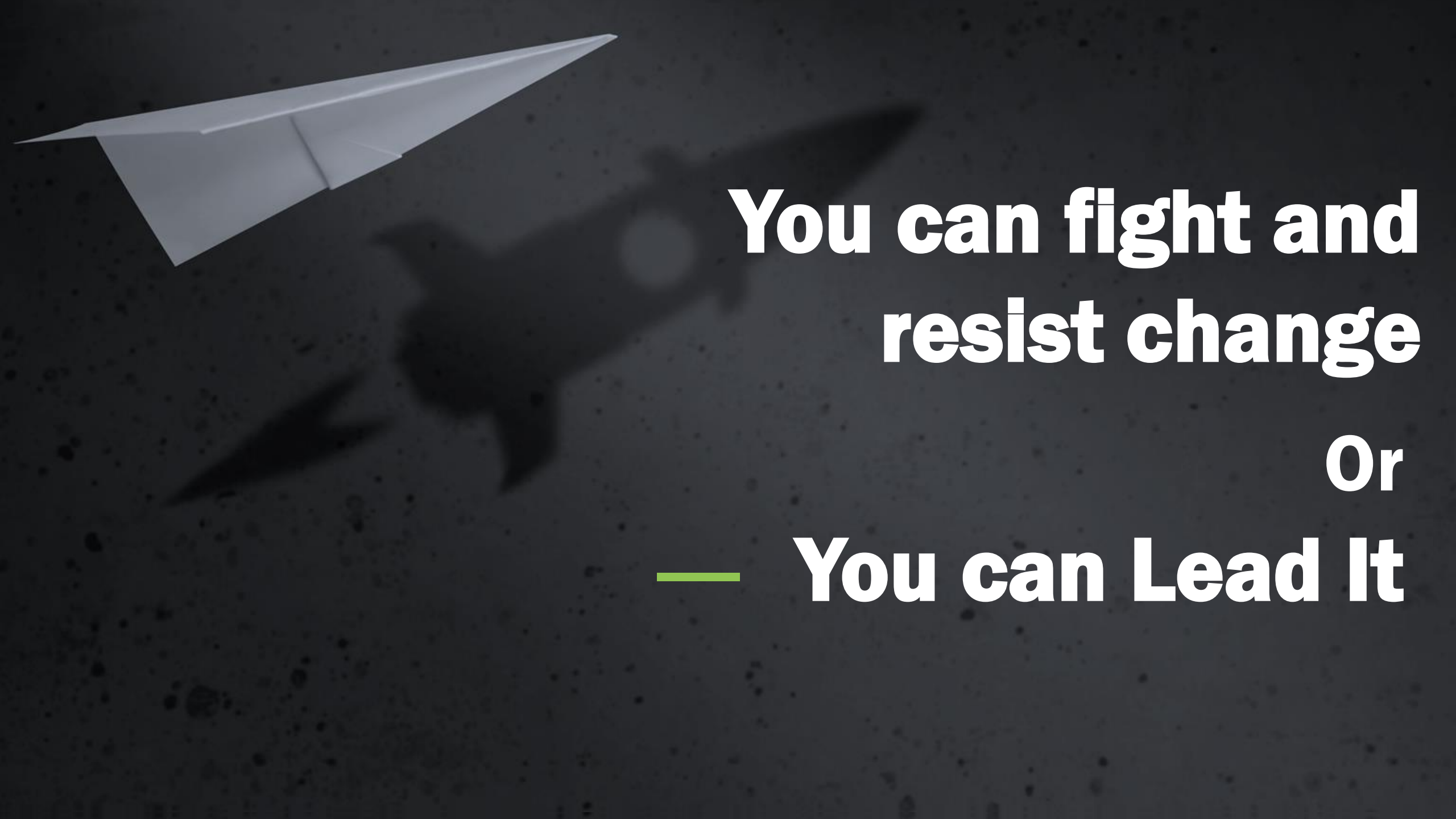
Provide Resources Necessary to do the Job

5

Empower the People Closest to the Work

Culture Shaping





**You can fight and
resist change**

Or

— You can Lead It