

IF YOU HAVE AN INSPIRING VISION STORY ...



... it:

- 1.** Vividly describes a future that can be imagined
- 2.** Is bold and forward looking
- 3.** Is simple and short
- 4.** Is a little difficult, and seems a little impossible
- 5.** Is purpose driven
- 6.** Is Value based
- 7.** Appeals to the greatness in everyone
- 8.** Motivates everyone (they all agree and can speak it)
- 9.** Builds teams, and requires teamwork
- 10.** Produces a specific and measurable outcome