



10 Steps to Realizing Vision

by Katherine Ebner

1. Type up the vision and put it in a place where you will read it every day.
2. Post encouraging messages, photographs, and symbols in the areas where you will work on making the vision happen. (You may feel silly about this at first, but it helps immeasurably. A good one is simply: "You can do it" or a photo that inspires you and reminds you of your goal.)
3. Figure out what information or knowledge you need in order to move effectively towards the vision. For example, if you want to grow the business, what do you need to know about the market? About your competitors? About your team?
4. Then, go about getting this information. Even if your vision is grand and it seems laughable to pursue information-gathering at this stage, do it anyway. You need to know in practical terms what it will take to get there and what's happening to those who are already there.
5. As you learn more about what it will take to succeed with this vision, do a quick vision-check. Is there anything you'd like to do to focus the vision more specifically or to adapt your expectations of how long or how much resource you might need to make it happen. Remember, you are not revisiting the vision to scrap it, but just checking in with it.
6. Test your ideas. In business, we often hear the statement, "crawl before you walk." This is good counsel. Be bold and take action, but don't be afraid to test out your ideas and theories before investing all of your resources. You will learn from these pilot endeavors and will be able to make minor course corrections that improve the overall outcome. Testing ideas is a great way to learn and helps you to "become" someone new to the people around you.
7. Talk about your vision. It's understandable to feel shy about sharing a new idea about yourself or your organization, but you'll be amazed at how many people will support you and rally to help you once you start talking about it.
8. Now that you've tested your ideas and garnered support, take a step back. Consider what's available to you and where you have strengths at this stage. Use those strengths and opportunities to advance the vision boldly and courageously. Now is the time for investment and unwavering commitment.
9. Continue to make course corrections as you learn more, but avoid the temptation to rewrite the vision. Refine, yes, but hold onto the idea that you are most passionate about. You can do it!
10. Cheer! You've made big progress towards your goals and are well on your way to carrying out the vision. It's common to lose sight of progress, because you now see more opportunity and challenge. Remember to celebrate and thank those who've helped you to make it this far.