Vision to Impact

Some vision and comms sessions teach you tips and tricks to take away and apply in your own time. In contrast, this session sits you down and keeps you company, while you do the (sometimes uncomfortable) work of creating your vision, and exploring how you might ripple it out to your team, your clients and the rest of the world. Participants come away with a renewed sense of purpose and clarity, and the confidence their vision is personally congruent and some 'penny has dropped' moments on how they might inspire followership more readily.

Learning Objectives

- Learn how a clear vision inspires diverse stakeholders
- Develop self-confidence and self-belief by articulating personal values and strengths
- Build a strong leadership vision built on integrity and passion
- Create a stretch goal with a clear action plan
- Analyse strengths and development points in communication style
- Explore how to flex communication style to connect with people at all levels
- Learn to structure a message which inspires followership
- Practise listening techniques to promote diversity of thought
- Examine how to apply an organisation's shared values to leadership style

Learning Outcomes

- Participants are working towards a strong leadership vision
- Participants inspire followership by articulating their vision with more confidence and self belief
- Participants build energy and momentum within and across diverse teams, at all levels
- Participants role model leading with integrity, passion and inclusion
- Participants demonstrate confidence and belief in others, helping them value their contribution
- Participants' appreciation of difference and uniqueness influences their leadership style
- Participants set an example to others by seeking opportunities to impact beyond 'usual' role
- Participants operate in line with organisation's purpose and shared values

" Quite honestly the most impactful session of this type that I've ever attended."

"It actually enabled me to tap into what is important for me and what I want to do."

"Confidence and encouragement to go after what is important to you."

The Session

After establishing the power of clarifying their vision – to motivate themselves and inspire others – participants embark on a reflective journey to identify what matters most to them. Building on their personal strengths, they discover what they are uniquely encoded to achieve before creating a big hairy audacious goal, and an action plan to bring it to life. Participants frequently express relief at being able to articulate succinctly where they excel, how they thrive, and how they want to use those strengths in service of their organisation.

The second part of the session focuses on bringing that vision to life, through clear and intentional communication. Participants are lovingly thrown in at the deep end, speaking off-the-cuff and receiving feedback from peers and the facilitator. Some will hear constructive feedback they've never received before; others gain valuable insight into the effect they have on those around them. For all, it is a powerful confidence-building experience, underpinned by psychological safety.

Participants then learn to structure succinct and persuasive messages, using their vision work as material. They explore how to balance professional commitment, with personal connection to land their message, while reflecting on how their communication reflects their organisation's values.

The final section explores the relationship between body language, facial expressions, tone and how our message lands. Theory is embedded through physical games, allowing participants to experience the powerful effect of their beliefs on communication and status in the room.

This session invites participants to switch off from the busy-ness of business and focus on the work they rarely have time to do. The design shifts them from analysing what they think they 'should' be doing to exploring what is genuinely possible and meaningful. Curated conversations deepen their understanding of themselves and reinforce the power of connecting with what matters most. The outcomes of the vision explorations are frequently profound.

The "impact" section of VTI epitomises our commitment to psychologically safe, high challenge, experiential learning. Participants are met where they are and stretched appropriately, often making observations about themselves they cannot unsee. The facilitator tailors the experience to themes emerging from discussion, including communicating with senior stakeholders, having difficult conversations, delivering bad news, speaking with gravitas, and tailoring messages for diverse audiences.

VTI combines Creating Your Vision and Communicating Compelling Messages, with the sum of its parts being greater than the whole. Working intensely with a small group over a full day (or two half days virtually) enables the session to be tailored to the group's needs while reinforcing learning through immediate application.

Using the vision work as the foundation for the communication skills section makes the learning tangible, relevant and memorable.