



CREATING A STRATEGIC VISION

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Introduction

WHAT IS A STRATEGIC VISION?

A strategic vision defines “**what**” an organizational aspire to become. It serves as the North Star. A strategic vision should ...



Articulate a desired future state



Be inspiring and compelling



Be concise



Be created with input from multiple sources



Introduction

THE POWER OF A STRATEGIC VISION



Establishes true “North Star” (compass)



Focus and identity



Facilitates the creation of goals and strategies



Creates meaning



Supports faster and better decisions



Attracts energy and resources

