

Organizational visions are conceptualizations of an ideal future, but visions and shared visions are not the same thing



Visions are generated by a leader (or group of leaders) who are well informed, well-intentioned, well placed to envision the ideal future on behalf of the organization. Their job is then to create internal alignment and buy-in for that vision and link it to strategy and execution.



Shared visions are bounded within acceptable parameters set by leaders, but generated by the individuals who collectively play a part in bringing that vision to life. The leaders' job is to tune into what emerges and align their own actions accordingly to link the shared vision with strategy and execution.



Neither type of vision is inherently better than the other; it is just a matter of fit. Setting out on the wrong path can actually do more harm than good. ION can help you evaluate which type of vision is the best fit for your organization today so you can create your ideal future tomorrow.

Requirements for a Shared Vision

Visions and shared visions are inspirational and aspirational, but three conditions must be met to make it a truly shared vision

- #1

Founded in the collective

Shared visions are founded in the collective hearts (values) and minds (insight and creativity) of those responsible for enacting the future
- #2

Grounded in what is real and realistic

Shared visions are grounded in true organizational values, culture, identity, purpose and capacity so that visions inspire lofty but attainable goals
- #3

Bounded by parameters acceptable to leaders

Shared visions are bounded by parameters set by the leadership to ensure they can link vision to strategy, execution and organizational culture

Shared Visioning Process

There are three milestones in ION's shared visioning process

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SHARED VALUES

Exploration and discovery of the shared values from the individual and organizational perspectives fosters engagement and understanding
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SHARED MEANING

Seeing the "indivisible whole" helps clarify organizational identity and capacity. This allows for more accurate self-referencing to ground the vision
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SHARED VISION

Creating of a shared vision that is bounded by what is acceptable, grounded in what is realistic, and founded by those responsible for bringing the vision to life

Shared Visioning as a Tool

ION's model can be used as an applied tool for organizational development! Contact us today to find out how.

To learn more visit ionconsulting.ca or contact us at 1-250-213-2344 or info@ionconsulting.ca