

Vision gap

Use this worksheet to find ways to make the direction compelling, even if the destination isn't known yet. Think about how you currently communicate the vision for a new initiative. What kinds of messages help people move toward a known destination?

For example, Tesla relied on its strong Shared Purpose of “accelerating the world’s transition to sustainable energy” to help sustain enthusiasm while it worked to deliver on its promises. And early automobile-makers created the concept of a ‘horseless carriage’ to help bridge old and new thinking long before the age of Tesla automobiles.

INCREMENTAL
How do you currently communicate the vision for new initiatives?

EXPONENTIAL
How can you make your direction compelling, even if the destination isn't known yet?