

Continuous performance improvement – Creating a team vision

What is a vision and why do we need one?

A vision is a simple, emotionally compelling statement of where you want to be. It should inspire and motivate you, your team or your business towards a higher level of performance. An effective vision ensures activities are focussed on what needs to be done in order to achieve your ultimate objective.

A clearly defined vision creates a meaningful purpose for the team and purpose is proven to be a powerful motivator that will serve to engage the team member and enable the team to create goals and action plans which are relevant and aligned – because they are dedicated at achieving the vision.

What are the parts of a team vision?

The vision should clearly state the purpose of the team, include the team's values and provide a clear picture of the future. It could include statements for each of the priority performance areas such as:

Staff experience	What would make team members look forward to coming to work each day and giving their best for the team and the organisation?
Customer experience	What do customers expect from our team? What constitutes great service? What do we want customers telling others about what it is like to deal with our team?
Operational effectiveness	These are quantitative statements that explain how the team's outputs contribute to the overall organisational vision. They may involve revenue, costs, quality, timeliness, productivity, absenteeism, team member turnover, responsiveness etc.

Alternatively, the team may create one all-encompassing team vision that could be linked to all of the above priority performance areas.