



What is your vision?

For yourself.

For your team.

For the work that you're doing.

Do you know?

Does it align with your organization's mission?

Is your team aligned with you?

In order to accomplish the goals you hope to accomplish, you cannot do it alone. If you have a team who doesn't feel a part of your vision, you might as well be alone.

How do you create buy-in for your vision?

The first thing you need to answer for yourself is what is your vision?

When I first became a leader, I was running a community center and boy was it busy. We had programs from 8 o'clock in the morning until almost 10 o'clock at night. Often on the weekends as well. We had lots of competing grants. We had volunteers, community members, and staff. We were trying to do so many things all at the same time for so many people.

Our intentions were good; the results were not.

We were stretched thin. We were trying to serve everybody in all ways. As a result, we weren't really able to serve anybody effectively. We had to have a really honest conversation with ourselves about what we were capable of, what we were really trying to do in our work, and how we could most impact the community we were in. It was a long process. It was a process that involved the entire team, and it involved the community. In the end, we narrowed down what we were offering. That did not come without some opposition and some difficult conversations. But in the end we had to stay true to our goal and our vision which was to actually help the people we were serving.

So ask yourself, what is your vision?

Is your team on board?

Is your organization on board?

Once you understand what that vision is, it must become a central part of the work you do. It becomes the foundation of your organizational culture and your mission. It's the stories you tell, and the frequency with which you tell them.



As you're making decisions, you come back to that vision and say, 'does this decision help us reach our vision?'

It starts from hiring. When you're getting people on board with your team you want to articulate what the vision is. From the job description to the interview process to the hiring to the onboarding and ever after. You want people who are part of your team to understand their purpose that is aligned with the vision. If your team doesn't understand how their work contributes to that vision, they will never fully have buy-in.

These are wonderful important conversations to have with your team.

Do they understand how their work contributes to the vision?

Do they think the vision is the same as yours?

Or are you on two completely different pages?

How can they be an empowered and valuable part of the vision?

What impact are they having?

And how are you all together celebrating your wins, your accomplishments, as you get closer to accomplishing the vision that you have?

Like most of the things in leadership, this cannot be done overnight. It is not something you do once and leave behind. It is an ongoing part of the work that you do. That everyone on your team from your staff to your clients to your organization to your board to your funders to all your stakeholders- when people ask them what does this team do, what does this organization do, everybody has the same answer. Everybody knows the direction and they know the role they play and that direction.

If you're in a situation now where your team doesn't know where they fit in or you don't know where your team fits in, this is the foundational work you do to start to clarify the vision. Getting everybody on board so that you can implement it. Organize your vision and start getting your team on board.