



# DIALECT

Leadership Questions

*Vision*

[www.dialect.com](http://www.dialect.com)

## Vision: What future do we want to create together?

- I. How well do you understand the most relevant trends/factors that influence your business?
- II. How far into the future do you want to plan?
- III. What type of vision is best for your organization?

**Option A: How will our organization be different?**

**Example:** *We will be a destination for the best talent in our industry.*

**Option B: How will we be perceived by others?**

**Example:** *The New York Times will interview us on industry best practices.*

**Option C: How will the lives or businesses of our customers be different?**

**Example:** *No child or family goes to bed hungry.*

- IV. To which type of vision would your organization respond better?

**An achievable vision?**

**A vision that is always just beyond reach but for which progress can be measured?**



SPEAK THEIR LANGUAGE®

[www.dialect.com](http://www.dialect.com)