



Keyword: Compelling Vision

Creative Ways to Make Goals Visible and Compelling

by Kevin Eikenberry

Once you've helped a group (or an individual contributor) set some goals, the next thing you can do as a leader to help them succeed is to help them "see" the goal as already achieved. Research shows that when we can make a goal visible and keep it in front of us, our chances for achieving that goal increases dramatically.

Note: For more information that will extend the benefits of what follows, go to www.RLBonus.com, enter keyword "personal vision" and download that Bonus Byte too.

This Bonus Byte outlines eight ideas, stated as single words, that will make your goals (or the goals of others) more visible and therefore more powerful.

Creating the Vision

First, here are five ways to create the vision and make it real. Give them a shot, even if they seem strange. The biggest keys to each of them are people having an open mind and providing a safe environment to try them out.

Clip. Give people newspapers, magazines or catalogs, a glue stick, a piece of flipchart paper or poster board and a pair of scissors. Ask them to clip out pictures, words, phrases, images – anything that connects them to the goal or the outcome of the goal. After they have a pile of clippings, have them create their goal masterpiece as a collage. There are no right answers, or "right" pictures for this exercise. Let people's minds and thoughts run free.

Draw. Encourage people to draw their thoughts and feeling about the goal and the benefits of achieving it.

Sculpt. Give people clay and let them create an image, model or symbol of goal success.

Write. Have people write a news story at a predetermined date in the future talking about the success in reaching the goal. The story should be written in present tense, as if the outcome has already occurred.

Talk. Have people talk about their feelings, hopes and beliefs about the goal and achieving it. Capture those thoughts on a tape. If people have trouble doing this alone have someone interview them! Note: the interview format could also look more like the



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“writing a story” approach above – have the person answer the questions as if the goal has already been wildly successful.

Note – all of these suggestions are meant to give you options. Each of these approaches leads to the same goal of clarifying the goal and making it more visible. So let people pick the approach that they are drawn to.

Cementing the Vision

Once people have thought about the goal in the creative ways above, here are three next steps.

Share. If you did this exercise for an individual goal, this step may not be necessary. But if you engaged a team or group of people in creating the vision, now is the time to have people share what they created. Capture ideas, images and messages that seem to resonate across the full group to build a combined vision. (If you did this as an individual, it will also be powerful to share your vision with someone else. It will give you a little accountability for your vision since someone else knows you are working toward it.)

Plan. Once the goal is visualized, continue your goal planning. Include a plan for keeping the goal visible, which is the next tip.

Post. Once your words, images, photos, and/or artwork is finalized, find ways to keep it visible for everyone. Post the individual work on a website or bulletin board. Have people post their personal work in their workspace. Create screen savers or pocket cards. You get the idea – the goal is to create visual reminders for everyone involved in reaching the goal. Use all of these visibility ideas as a starting point for your own creativity!

Some of these ideas may seem a bit crazy or risky. That really doesn't matter. What matters is that when we find ways to keep our goals more visual, we improve our likelihood of success.

Take a chance – give these ideas a try.

You've got nothing to lose, and only your goals to gain.



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