



Keyword: Project Vision

## Creating a Project Vision

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by Kevin Eikenberry

It is one thing to have a project plan. We've all seen them. It's quite another to have a clear, compelling vision for the project. I'm confident you have seen far fewer of these, especially when you consider the "clear and compelling" criteria.

To create such a vision takes care and effort; however, this effort will be handsomely rewarded with a more engaged, active and successful team. Here are some tips to help you create that project vision successfully.

**Describe the end state.** Help people create a picture of what success looks like. Describe in detail how the world will look when this project is successfully completed. Make this picture positive and desirable.

**Aim high.** Make this vision a stretch. We are more often motivated by something that is just outside of our reach than something that will be easy to achieve.

**Identify personal benefits.** Once people have a basic picture of the desired future, they will identify their personal reasons for making the project successful – and these things are important. Encourage people to build that list of benefits.

**Identify the team benefits.** Have the team discuss together what it will mean to them to achieve this vision. This shared conversation can be very powerful.

**Find the driving, underlying reason.** Ask yourself "how will the world be impacted by this vision?" Think beyond the basic outcomes. Think about the benefits that your customer will derive. When people know how what they are doing will ultimately make someone else's life easier, safer or more enjoyable (just three examples) they will be more intent on reaching that vision.

**Create and share.** Talking about all of these things is powerful, but not as powerful as having it written down and described in a clear way. Coming to some agreements on the vision both clarifies it further and allows it to be shared with others.



## Creating a Project Vision (continued)

### One More Thing

All of these steps will help you create the vision, which is critical.

However, it is equally important to keep that vision in front of the team; both when things are going well, and when things are behind schedule, people are stressed, etc.

Keeping this vision in front of people (especially when it is compelling and motivating) is one of the best things you can do to keep a team moving successfully forward each day.



Kevin Eikenberry is a bestselling author, consultant, trainer, speaker, coach, leader, learner, husband and father. He is the Chief Potential Officer of the Kevin Eikenberry Group ([www.KevinEikenberry.com](http://www.KevinEikenberry.com)) and the Creator of the Remarkable Leadership Learning System ([www.Remarkable-Leadership.com](http://www.Remarkable-Leadership.com)), both of which are dedicated to life-long learning and helping Clients unleash their remarkable potential. Interested in becoming the remarkable leader you were born to be? Go to [www.Remarkable-Leadership.com](http://www.Remarkable-Leadership.com) today!