

Topic- Creating a Sense of Vision

Each and every employee of an organisation has a different vision towards the organisation. Some employees may be emotionally and wisely supportive of the organisational vision and its approach but others may be unable to make that emotional bond. Many of them are influenced by their personal interests and therefore cannot be convinced for developing a sense of vision based on either rational or emotional reasons, although there are no hard and fast rules for the success of developing a sense of vision, the following are some guidelines, which help an organisation in creating a good sense of vision.

- A vision should be created keeping in mind all the long-term objectives of an organisation. But the organisations, which are in crisis and need to change its strategies for a short time to meet the crisis, can create a short-term sense of vision.
- A sense of mission may never be fully achieved unless there is harmony within top management in an organisation. This can be achieved only if every individual agrees with the organisational sense of vision.
- Top managers must move around the organisation carrying the message related to the creation of organisational vision. Face-to-face communication by senior

managers with groups of employees is far more effective when compared to a message on a piece of paper.

- For creating an effective organisational vision, it is necessary that it should be stated in simple and clear terms. From the preceding analysis it is clear that an organisational mission should be created after developing a sense of vision. While formulating a mission statement, a sense of vision should be kept in mind. If a mission statement is created separately, the employees will be not be able to focus on the organisational vision and it will further lead to confusion and formulation of an ineffective organisational vision.