

ONE-PAGER: VISIONARY LEADERSHIP

Dear Emerging Leaders,

In the first years of your career as leader, it can be tricky figuring out all the different leadership styles, not to mention knowing when and how to use them. I want to keep things super simple here and share a powerful element of what's often the go-to style: Visionary Leadership. Sure, different situations need different approaches, but this tip is a game-changer.

Golden Tip:

Always link what your team does to the broader team/company vision and mission.

Why?

Getting why their daily grind matters turns routine jobs into meaningful actions. Seeing their role in the bigger picture motivates your team to innovate, take initiative, and stay resilient. It's about making everyone feel their work truly counts. This is not just an idea, it has been thoroughly researched, and it works.

How?

1. **Clarify the Vision:** Make sure you can clearly explain the organization's vision and mission. Break it down into concrete goals that reflect in your team's tasks.
2. **Talk About It Often:** Keep the vision alive in all forms of communication. Whether it's team meetings or casual chats, remind them how their projects align with bigger goals.
3. **Purposeful Goals:** Link goals directly to the vision to show how each task contributes to the bigger dream.
4. **Celebrate the Wins:** Recognize efforts that significantly push towards the vision. Showing real examples of impact highlights the importance of every task.
5. **Encourage Ideas:** Let your team suggest ways their work can better align with organizational goals. This builds a sense of ownership and initiative.

The Real Deal on Visionary Leadership? It's about switching from just directing to genuinely inspiring. Lead with enthusiasm and purpose that makes every small task part of a grand mission.

A cool story I love: When JFK visited NASA in 1962, he asked a janitor what he did there. The reply? *"I'm helping put a man on the moon."* That's someone who sees the value in their work, no matter how small, towards a huge goal.

As you grow as a leader, remember it's less about managing tasks and more about inspiring towards a common vision. Connecting the daily tasks to your organization's grand story empowers your team to do wonders. If your organisation doesn't have (a good) mission and vision - take the initiative and create one of your team.

Good luck!
David