



Building Alignment

Getting buy-in for the vision from everyone who will have a role in making it a reality. Making sure everyone is on the same page, both from a taste and an emotional perspective.

Failure of a vision has more to do with a lack of alignment than with the strength of the vision or the efficiency of the execution

Step 1: Clarity

Explain the rationale and be intentional about structuring messages that include the WHY this is the vision. **Don't just talk about the WHAT the vision is, or HOW you intend to get there—empower people with understanding WHY it's important.**

Step 2: Dialogue

Exchange perspectives and be receptive to challenges and concerns. Vocal disagreement and criticism is a sign of a high trust environment and can lead to better results.

Step 3: Inspiration

Be expressive and encouraging. Show your passion and belief in the vision and the ability to achieve it. Your enthusiasm can be contagious and motivating.

Additional resources for learning more about the importance of WHY include TED talks by Simon Sinek.