

## REFLECTIONS BY LIZ - COURAGE OF VISION

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In my salon this week Steve Cecil, President of the Cecil Group, showed how his vision and courage have shaped his business. The vision has defined what his business does, who he hires, who his clients are and how the work is performed. It has required hard and bold choices.

Most of us in our own businesses don't have as sharp a vision as Steve's. That is just how it is. However, we can do a lot to have our own vision empower our business. Specifically, we can:

- Craft a vision which inspires and makes our day to day tasks meaningful.
- Make sure the vision is clear and there is consensus among the leadership.
- Share the vision regularly with employees and customers so they too are excited about the business and can articulate where the business is going.
- Use the vision as a guide for decision-making from hiring choices to customer and job selection.
- Appreciate that the elements of the vision may change as the business grows. Embrace those changes.

Finally, if we see the vision daily in what others in our organization do, we know "yes" that we've got it right!

As for the courage, Steve had the provocative thought that we should plan our businesses so that they require less courage. He used the story of two great explorers of the Antarctic, Amundsen and Scott, to show what he meant. Do read Steve's remarks at [www.lizlevin.com](http://www.lizlevin.com) and let me know what you think about that.

