Topic 5 - The Importance of Vision in Business

Context:

A clear and compelling vision gives a business direction, purpose, and identity. It helps align people, drive decision-making, and inspire action. Yet, in many organisations, the vision remains a poster on the wall rather than a lived experience.

Discussion Question:

"What difference does a clear and shared vision make to how a team works—and what happens when it's missing?"

Optional Prompts to Spark the Conversation:

- Have you worked in an organisation with a strong vision? What was the impact?
- How does vision influence daily decisions, customer service, or team morale?
- In times of change or challenge, how important is it to return to the vision?
- How can a leader make a vision *real* rather than fluffy?
- Can you think of a global retailer who has a clear vision?