



Vision

“To achieve real success you must be a visionary - you must have a very innovative approach to the world and a clear idea of the direction you are heading. If you have this, you pass something that would represent the business equivalent of murder.”

Henry Mintzberg

Vision is a term that is used in strategic management. The vision is an idea of the desired future and the target state and takes the form of a simple description of its appearance and of an ideal state, which wants the organization by its strategy to achieve.

Practical use of vision in a business: Vision is part of **motivating factors** (it is the greatest motivator) in the organization – it helps “pull together towards its fulfillment.” The key is that all managers and employees in the organization identify themselves with the vision. Setting a vision is suitable for all types and sizes of organizations. Without it, it is missing a clearly expressed direction, which the organization wants to make and it is difficult to define further motivators.

Related terms and methods:

- › Objectives
- › Mission
- › MOST
- › Motivation and Motivating
- › Shared values

Related management fields:

- › Strategic management
- › Leadership & Communicating