**Creating Your Vision and Priorities**

***Suggested Follow-up Steps***

1. ***Write down, in three to four sentences, a clear vision for your enterprise or business unit. (If it’s helpful, use the exercises described earlier in this chapter.)***
2. **A book cover with white text

   Description automatically generated*List the three to five key priorities that are most critical to achieving this vision. These should be tasks that you must do extraordinarily well for you to succeed in based on where you are positioned today. (If you are having trouble narrowing them down to three to five, use the “1s, 2s, 3s” exercise described in this chapter.)***
3. ***Ask yourself whether the vision (with priorities) is sufficiently clear and understandable. In addition, ask yourself whether you communicate the vision and priorities frequently enough that your key stakeholders (e.g., direct reports and employees) could repeat them back to you. Interview key employees to see whether they understand and can clearly rearticulate the vision and priorities.***
4. ***Identify venues and occasions for regular communication, reiteration, and discussion of vision and priorities. Create opportunities for questions and answers.***
5. ***Assemble your executive team off-site to debate the vision and priorities. Consider whether the vision and priorities still fit the competitive environment, changes in the world, and the needs of the business. Use the offsite to update your vision and priorities and to ensure buy-in on the part of your senior leadership team.***

\*Excerpt from ***What to Ask the Person in the Mirror, Robert Steven Kaplan***