

## Action plans



### Communicating your vision for success to employees

Defining what success looks like to you is an important part of business planning. If you don't already have a clear vision for success, the first step is to define your vision and turn it into a written statement that you can refer back to.

The next step is to communicate your vision for success to employees. Effective communication will help to get staff engaged in what you want to achieve and buy into your long-term plans for the business.

Scroll down to see what you can do with this Action Plan.

- **Effort:** Medium
- **Impact:** High

#### Actions:

#### Begin by holding a meeting with employees to share your vision for success.

- **Impact:** High
- **Suggested duration:** 4 days
- **Why this will help:** Explaining the background of your vision gives staff a better understanding of why you chose it and how it affects them.

#### Get employee feedback on how involved they feel in the vision of the business and think about how you could improve buy-in.

- **Impact:** Medium
- **Suggested duration:** 14 days
- **Why this will help:** Being open to feedback will make sure that achieving your vision feels like a team effort.

#### Include your vision for success on internal documents, from onboarding materials to goal-setting templates.

- **Impact:** Medium
- **Suggested duration:** 21 days
- **Why this will help:** Embedding your vision for success in internal resources sends out a clear message of commitment and reminds everyone of the direction you're heading.

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### **Consider how employee targets could be built around your vision to give them a sense of ownership.**

- **Impact:** High
- **Suggested duration:** 21 days
- **Why this will help:** Everyone can make an individual contribution to the success of the business – remind employees of this by setting relevant targets.

### **Make a point of celebrating small successes to reinforce what's important.**

- **Impact:** Medium
- **Suggested duration:** 28 days (ongoing)
- **Why this will help:** Whether it's a quick email of thanks or a team lunch, recognising small successes keeps everyone motivated and focused on what the business is ultimately working towards.

### **How will I know if my Action Plan is working?**

#### **Way to measure success**

Staff engagement surveys.

#### **Why this metric?**

Questioning staff about their understanding of the company's vision and how they feel about it will tell you whether the definition is clearly understood and shared.

#### **How do I start tracking?**

A short, anonymous survey every six months will allow you to collect honest responses and act on any issues that need addressing.