**A major part of a leader’s job is to inspire their team to create a better future that employees want to be a part of. A great leader always helps employees understand where the organization and their team is going, what’s possible, and how they have a role in the success of the journey.**

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| --- | --- | --- | --- | --- | --- |
| **What makes a good “imagine” statement?**   * + **Creates a clear link to your ultimate business outcome**   + **Describes a compelling image of what your future could be like**   + **Appeals to others to share in this exciting dream of the future**   + **Shows others how they benefit so they want to help you achieve the vision** | | | **Sample “imagine” statements**   * **Imagine if … every client told us, “You’re always two steps ahead of us in solving our business challenges.”** * **Imagine if … customers mentally connected our brand with their needs.** * **Imagine if … we reduced costs, improved processes, and increased sales so much that employees absolutely could not keep up with the pace of growth.** | | |
| **What does this ideal picture  look like?** | **What makes**  **it so ideal?** | **What does it look like when we’re  at our best?** | | **What are people saying and doing?** | **How does it  feel to work there?** |
| **A close up of a logo  Description automatically generatedTIPS:**   * **Tie your imagine statement to your ultimate business outcome** * **Use compelling, engaging language – no jargon or corporate speak** | | | | | |
| **Note what you see:**  <Insert> | | | | | |
| **Imagine if …** <Insert> | | | | | |
| **Imagine if …** <Insert> | | | | | |
| **Imagine if …** <Insert> | | | | | |