**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.**

|  |  |
| --- | --- |
| **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> |