

**TOPIC: Visionary Leadership/
Energizing Vision**

HOW DO YOU ENERGIZE PEOPLE TOWARD A VISION?

25

Jack Welch
Former CEO,
General Electric

VIDEO SUMMARY:

In this clip, Jack describes how leaders energize people to become engaged stakeholders in the organization’s vision.

DISCUSSION QUESTIONS:

1. Welch said that the job of a leader is to energize people toward their vision. Think about a time when you were part of a team that was fully energized for a vision. What did that feel like? What did you accomplish together?
2. As a team, identify a vision your team is trying to move forward. Then gauge the level of energy from key stakeholders in that vision.

Our Vision for: _____

OUR TEAM

Low Energy for the Vision	High Energy for the Vision
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OTHER TEAMS IN OUR ORGANIZATION

Low Energy for the Vision	High Energy for the Vision
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**CLIENTS/CUSTOMERS/
CONGREGANTS**

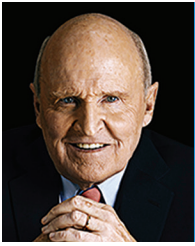
Low Energy for the Vision	High Energy for the Vision
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MANAGEMENT

Low Energy for the Vision	High Energy for the Vision
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OTHER

Low Energy for the Vision	High Energy for the Vision
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3. Select the gauge that your team rated the lowest and discuss the following questions:
 - How important is it for you to get this group of stakeholders energized about your vision?
 - Do you think this group of stakeholders truly understands the story behind your vision?
 - What could you do to create an environment where these people feel safe to share their intelligence and frustrations?
4. As a team, plan your next step to energize this group of stakeholders, especially if their energy is critical to the success of your vision.
5. In closing, it's important to note that Jack was not looking for 100% of the people to own the vision. He was looking for a critical mass. How will you know your vision is owned by a critical mass of your stakeholders?