“Leadership is the capacity to translate vision into reality”
Vision embodies people’s highest values and aspirations. It inspires people to reach for what ‘could be’ and to rise above their fears and pre-occupation with current realities.
Communication about vision

0.58%

99.42%

Other Communication
Edmund - 2nd Earl of Cornwall founds Ashridge 1286
1539 King Henry 8th
1547 Queen Elizabeth 1st -
1808 the 7th Earl of Bridgewater rebuilds...
Urban Hanlon Broughton
1930`s College of Citizenship
1959 Group of UK industrialists create Ashridge Management College
# Clinical and Experimental Evidence of Hemispheric Dominance

<table>
<thead>
<tr>
<th><strong>Left Hemisphere</strong> (Right Side of Body)</th>
<th><strong>Right Hemisphere</strong> (Left Side of Body)</th>
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<tbody>
<tr>
<td>Speech / Verbal</td>
<td>Spatial / Musical</td>
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<tr>
<td>Logical, Mathematical</td>
<td>Holistic</td>
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<tr>
<td>Linear, Detailed</td>
<td>Artistic, Symbolic</td>
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<td>Sequential</td>
<td>Simulations</td>
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<td>Controlled</td>
<td>Emotional</td>
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<tr>
<td>Intellectual</td>
<td>Intuitive, Creative</td>
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<tr>
<td>Dominant</td>
<td>Minor (Quiet)</td>
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<tr>
<td>Worldly</td>
<td>Spiritual</td>
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<td>Active</td>
<td>Receptive</td>
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<tr>
<td>Analytic</td>
<td>Synthetic, Gestalt</td>
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<td>Reading, Writing, Naming</td>
<td>Facial Recognition</td>
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<tr>
<td>Sequential Ordering</td>
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<td>Perception of Significant Order</td>
<td>Perception of Abstract Patterns</td>
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<tr>
<td>Complex Motor Sequences</td>
<td>Recognition of Complex Figures</td>
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</tbody>
</table>
Vision Examples - Videos
How NOT to do it…
Stephen Harvey
Director of People, Profit & Loyalty – Microsoft Ltd

“Creating the environment where great people can do their best work”!

MICROSOFT

‘I ask that you join me in reaching our goal of making Microsoft the high-tech industry leader in diversity’
- Steve Ballmer, December, 2000
Establishing purpose

Create a picture in your mind of what really drives you, what energises you, what your values are….

Be creative, reach deep inside yourself

Ask feedback from others

Clarify your thoughts, write them down
Creating the Vision Story

• Personal

• Positive

• Present tense

• Indicate achievement

• Avoid comparisons

• Dynamic
William Wallace—"dying in your beds, what will you do without your freedom?"
President John F Kennedy
I have a dream!

Martin Luther King Jr.
Personal Vision Practice

• **Today** - Reflect on your core purpose/values
• Note what you really want to achieve
• Create a story-line for your personal vision
• **Thursday Practise** communicating the vision
• Tell your vision story in your group (5mins)
• Video the vision presentation.
• Obtain feedback from others (keep filming)