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#### **IDEA 1: CENTRAL THEME – WHAT IS VISION**

- Vision comes from Latin root word which means “To See”.
- It’s our job as leaders to make others “see” what’s in our mind – that is Vision!

#### **IDEA 2: VISION PROVIDES FOCUS**

- Any organization has hundreds of topics at any given time – A vision gives it a sense of direction.
- It also provides a sense of fair play and prioritization; A vision needs to be coupled with a sense of urgency or it will wither away over time.

#### **IDEA 3: SWAMIJI’S ANECDOTE ON FOCUSED VISION CAN SEEM UNCARING**

- Swamiji had a customer in Canada – whose business leader used to start a meeting by saying, “You all made it here in one shape, so you must all be well. Let’s get to the point.”
- While it seems callus – it demonstrates that transformative leaders have a laser focus on what they want to attain out of any interaction – this comes from clarity of vision.

#### **IDEA 4: CRISPNESS OF THE VISION**

- A Vision can be world changing vision or a smaller scope, but the principles stay the same – a good Vision is “Crisp” and provides “Focus”.
- A Vision forces us to choose what we concentrate on and pour our energies on.





#### **IDEA 5: SWAMI JI'S ANECDOTE ON HOW SHARING VISION RESULTED IN NEW BUSINESS**

- Swamiji had a customer in Australia who ostensibly did not have budget to improve the usability for their Student Pack which was in hundreds of pages, paper binder format.
- The vision that Swamiji showed them on what can be done to make it more interactive and usable to the younger generation by hosting in online format – the crux of this interaction was sharing a vision that added value.

#### **IDEA 6: WHAT VISION IS NOT**

- Vision is not a strategic plan or a to-do list, it's an imagery of "what it will look like when it's done" – it's incredibly powerful motivator.
- A Vision needs to be Crisp, Precise and Needs to add Value to whom it applies.

#### **IDEA 7: EXAMPLES OF WORLD CHANGING VISION**

- Google's Vision: "Organize Worlds data", Donald Trump's Vision: "Make America Great Again".
- Steve Jobs in discussing with his ad agency Chiat Day – could not catch 5 ideas crumpled as paper balls – the lesson is to focus on one idea so that people can put their energies into grasping on that one core idea- "Think Different". Vision in addition to being Crisp – needs to show the Value and Benefit – like Nike's Vision: "Just Do it" all great Visions are Crisp, True and Add Value.

#### **IDEA 8: VISION NEEDS IMAGINATION**

- We must have vivid and unfettered imagination for a beautiful Vision, like "Man walking on Moon", "Tracking Location to meter accuracy by GPS", behind these visions are bold imaginations.
- After all – A vision means to see – "to see the future" reimagined, that needs imagination.

#### **IDEA 9: VISION SHOULD BE ALIVE**

- Vision is not something you write once and put on the wall and that's it.
- It needs to be Alive and Real to motivate and propel you and others to get you out of bed.

#### **IDEA 10: FRUITION OF VISION NEEDS SACRIFICE**

- When people asked Glenn Gould, the master pianist – what would it take to learn to master the way he plays music on his piano – he said – "Give everything else up".
- Similarly, Vision is a single-minded pursuit of What you want to be, at the expense of most everything else.

#### **IDEA 11: VISION HELPS US IN WHAT *NOT* TO DO**





- Bill Gates had a dilemma early on in Microsoft – to create customized OS for IBM or stay true to his Vision of “Putting a Desktop in every Home. Steve Jobs also said – “you need to know what you will never do”.
- In both these cases – these visionaries had strong conviction in their vision so that it wouldn’t dilute the core of what they believed in. It’s the belief to put your chips on few bets – so you can win big. The future is essentially unknown – but we need to have the clarity of Mind to know “What I will do and what I will not do”.

#### **IDEA 12: IMAGINATION AND MENTAL ACUITY NEEDS EXERCISE**

- Brain is a Muscle – one needs to keep it sharp by exercising and stretching it so that our brains can see connections where others don’t.
- Once you develop the necessary expertise as a leader – you also need to develop a certain level of coldness / aloofness in the single-minded pursuit of your Vision.

#### **IDEA 13: SWAMI’S STORY ON HIS NEIGHBORHOOD KID**

- Swamiji had a neighbor, who wasn’t particularly sharp and in fact was a school dropout and worked with his father selling fruits. But he managed to create a service for the people in the city to find home improvement services like Plumbers or Carpenters or Masons. This was like Craig’s list before there was one at a local level and he started making Rs. 20,000 / month.
- His vision wasn’t grand – all he said that I want to make a change –and it caused a DISRUPTION – it delivered enormous value to people he wanted to serve. VISION: has clarity, value, newness.

#### **IDEA 14: PROTECTING THE VISION**

- Great Leaders know the Difference between micromanaging vs Paying Attention to Details – like Steve Job – paid attention to all micro details which were true to his vision of how Apple brand should be.
- Be open to details and don’t be “blind”. As a leader – you must make hard decisions. Do you want to be likeable and right by people or do you want to realize your vision? Your CLARITY and CONVICTION will inspire people more than your niceness.

#### **IDEA 15: VISION IS THE SEED OF GREATNESS**

- A good Vision is Crisp – where you will be when you are done, it’s not a plan and as long as you are creating “value” and “truthfulness”, people will follow you and buy into the Vision.
- Some Leaders know what they want from Day one – knowing in your gut like Facebook and Google did. Others find their eventual Vision by persistence and by process of discovery like Netflix leaders Marc Randolph and Reed Hastings.

*Notes compiled by a lovely student in Om Swami’s “Walk the Dragon” Leadership Program.*

*P.S. The student wishes to remain anonymous.*

