



CEOs, it's time to...

Mobilize Your Vision™

What's a Vision Mobilizer?

Every CEO has a vision for where their organization needs to go. But to meet your goals, your team must be working on the right things *in the right way*.

Research shows that today's leaders have strong drive and technical insights, but are typically less experienced in knowing how to engage their people. Nearly half never even aspired to be people leaders.¹

We close this gap. We show you a method to engage your team and mobilize your vision where everyone can perform at their best. **Decision Clarity Group helps CEOs achieve their dreams by engaging and mobilizing their teams. We are Vision Mobilizers.**

What is Vision Mobilization?

Vision Mobilization is a five-step, structured, action-oriented process that changes the way your organization thinks and talks about what needs to be done. We specialize in unlocking the wisdom and energy of your team. And we generate the clarity, commitment, buy-in, and urgency to implement new visions or plans.

It's time to mobilize your team for action.

It's time to go beyond what you think is possible.

¹ Study on Leadership and Engagement, Great-Places-To-Work, 2013



How It Works

Each step of the Vision Mobilization program can be timed and tailored for your needs.



PHASE 1 / Translate Vision

Vision Mobilization starts with key meeting(s) you and DCG CEO Steve Scheier. These meetings dive deep into:

- The actual decisions that underlie your strategic plan/vision.
- Your organization's strengths/challenges around decision-making.
- The key implications of the plan and a core team for engagement.

DCG Deliverable: Launch campaign plan including messaging, events, timing, and metrics.



PHASE 2 / Engage

With coaching from DCG, you and your leadership team introduce the Decision Clarity campaign to your staff highlighting its short-term and long-term benefits.

This phase includes:

- An initial employee survey to surface attitudes toward decision-making, participation in important tasks, and other latent issues.
- Working sessions with middle management and other influencers in the organization to seed the campaign, inspire action and address hidden roadblocks.



PHASE 3 / Activate

In the activation phase, DCG teaches your people new behaviors.

Specifically:

- DCG teaches team members to self-advocate for the decision-making roles and decisions that flow from their goals in the new plan. This involves new thinking, new language, and new tools.
- DCG works with your team to create unified decision-making teams that identify and own their goals, roles, decisions, and completion dates.
- Team members make two commitments that will reinforce new behaviors.

DCG Deliverable: At the phase end, your organization will clearly understand the 50-70 key decisions that will advance your plan. And everyone will know who precisely will make and support these decisions.



PHASE 4 / Implement

With your team equipped with Decision Clarity principles, language and tools, your team moves more quickly, and plans become reality faster, and better than before.

This phase includes:

- Monthly meetings to assess progress and roadblocks for the first 3 months
- Quarterly meetings to assess progress, set-backs, and create new solutions.



PHASE 5 / Reinforce

In this final phase, we train-the-trainer to teach the Decision Clarity method to new employees and to reinforce the practices in the organization.

This phase includes:

- Goal tracking, staff surveys and analyses of success metrics to be shared throughout the organization so the benefits of this way of working become clear and celebrated.