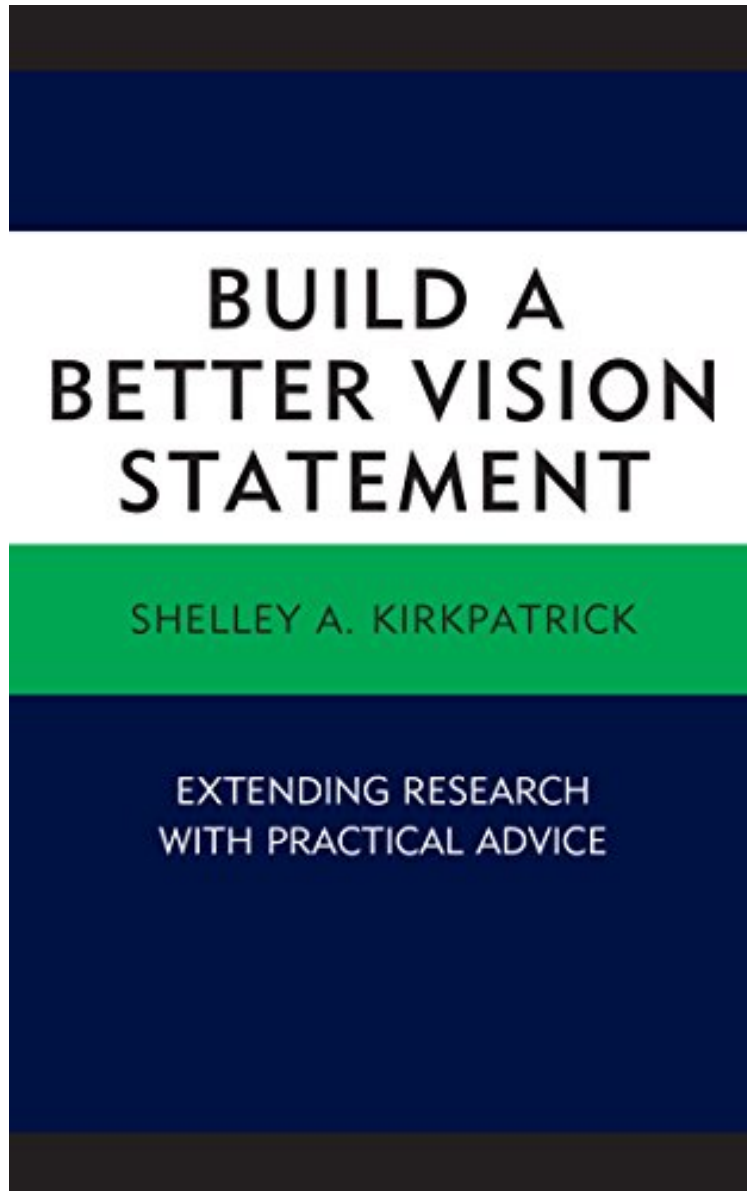


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Build a Better Vision Statement: Extending Research with Practical Advice

Shelley A. Kirkpatrick

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Shelley A. Kirkpatrick : Build a Better Vision Statement: Extending Research with Practical Advice before purchasing it in order to gage whether or not it would be worth my time, and all praised Build a Better Vision Statement: Extending Research with Practical Advice:

1 of 1 people found the following review helpful. Excellent source for those who need to create Vision and Mission

StatementsBy Stuart WeinsteinMany executives, corporate communications personnel, educational institutions, and non-profit organizations pen Vision and Mission statements without the guidance that one needs to effectively communicate intent. Shelley Kirkpatrick has provided that beneficial assistance to those who want to paint a clear "word picture" of their "story." I recently employed several of her approaches in conducting a series of facilitated discussions in which well-defined communication was very important. Her book was especially helpful in doing so. Each of the 12 chapters provides the knowledge and examples on how to create new vision and mission statements, or review and refine existing ones. 1 of 1 people found the following review helpful. The uniqueness of "Build a Better Vision Statement" is that it has collected from the ...By CustomerThe uniqueness of "Build a Better Vision Statement" is that it has collected from the best research and from personal interviews from founders and senior executives of companies with clear vision and strong cultures. Dr. Kirkpatrick has then translated the data into an eminently pragmatic approach to establishing a clear vision for your business and the positive effects it yields. I highly recommend this book for anyone starting a new company or for any existing company looking to find its way once again. A small investment with a big return.

Build a Better Vision Statement summarizes scientific research, along with advice from thirty entrepreneurs and CEOs of well-known and award winning companies, on how to write, communicate, and implement an effective vision statement. This book contains dozens of company vision statements along with stories from entrepreneurs and CEOs describing how and why they created their vision statements. Several decades of studies have demonstrated the profound impact that a vision statement can have on a company's performance and growth, but only if the vision statement reflects certain characteristics. Build a Better Vision Statement presents proven principles for writing a motivational vision statement and offers guidance to company leaders about when and how to write a vision statement. Build a Better Vision Statement is a must-have for any business leader or entrepreneur looking for a low-cost, high-impact, proven approach for growing their business.

Kirkpatrick explains in straightforward language the art and science of developing a vision statement that focuses employee effort on an organization's profitability (Gary Latham, Faculty of Management, University of Toronto)An organization's ability to innovate will ultimately define its value in the 21st century. As such, organizations are being forced to find new ways to work that brings the best out of their people—from their creativity to their ingenuity. Build a Better Vision Statement comes at the perfect time. From the scientific research it covers to the practical advice it offers, Build a Better Vision Statement is for any leader interested in learning how to align their people under a unifying vision statement. (Jim Whitehurst, president and CEO, Red Hat)About the AuthorShelley A. Kirkpatrick is the founder of Visiontelligence LLC.