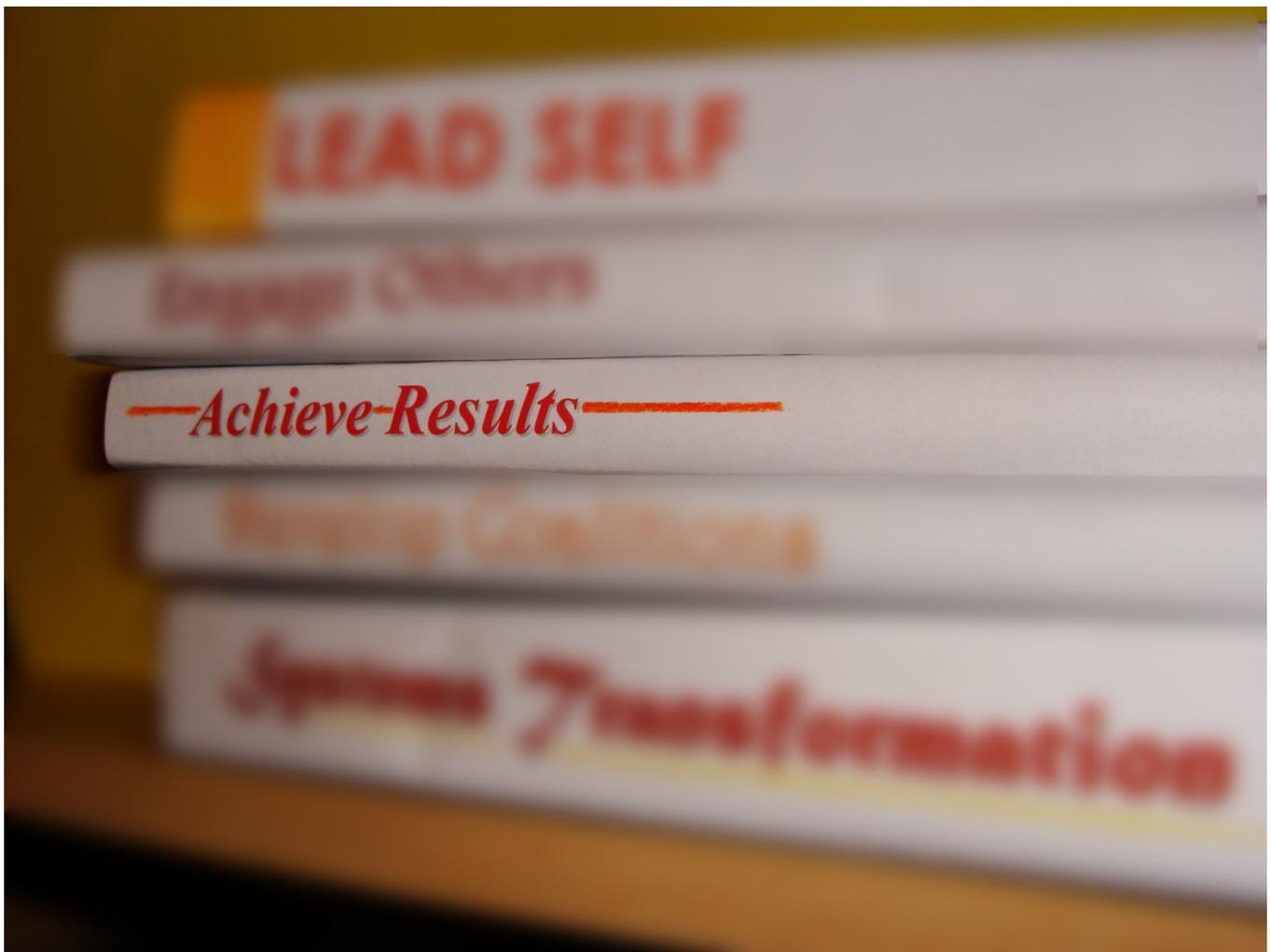


Achieve Results (Byte 9)

Set Direction

“The kind of communication needed to enlist others in a common vision requires understanding of constituents at a much deeper level... it requires understanding others’ strongest yearnings and deepest fears...” – *A Leader’s Legacy*, Kouzes & Posner.
The ability to engage others in setting direction mobilizes action toward a desired purpose.



ACHIEVE RESULTS (Byte 9)

E-mail Question: Do you think about “Tomorrow’s Child?” What are the implications of vision for your organization?

Ronald Forbes (2003) in his international prize-winning essay, *World of Tomorrow’s Child*, uses a vision focusing on the value of children as a way of setting a noble direction for the future and as an inspiration to respond to the challenges of the 21st century. Forbes says that if you ask people anywhere to answer the question, “What is the future you want for tomorrow’s child?” you will get surprising agreement among all races, religions, languages, differences of wealth and status. He contends that all of us can help create a better future for our children and that a company that is dedicated to the betterment of the world will receive the best from their employees. His essay, in addition to introducing the galvanizing power and possibilities inherent in creating and acting upon a future desired ideal state, raises questions about the visioning process-what is practical, realistic, and where do we start? Forbes challenges individuals and organizations to pull together to end pollution, wastage, war and terrorism. He asks, “If the organization that you are part of is not contributing to the future you want for tomorrow’s child, then what is it doing?”



Forbes, R. (2003). *World of Tomorrow’s Child*. International competition “An Essay of Significance in the Current World Situation.” Leaderskill Group, 360 Facilitated.
Appendix IX: www.360facilitated.com/pdfs/WorldofTomorrowChild.pdf