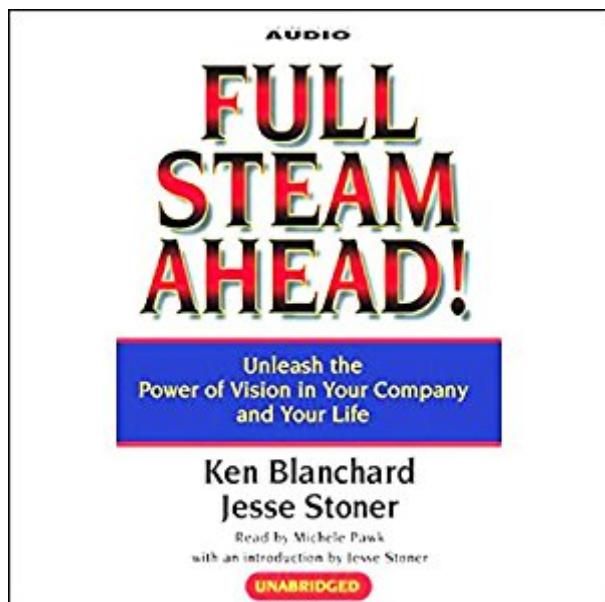


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# Full Steam Ahead! Unleash The Power Of Vision In Your Company And Your Life



## **Synopsis**

When do we need vision? During times of growth, change or opportunity -- so that we know we're headed in the right direction. We also need vision during times of uncertainty -- when we've lost confidence in our leaders, our institutions or ourselves. Instead of focusing on "what's next," we need to refocus on "what's first." Getting back to the basics means knowing who you are, where you're going, and what will guide your journey -- having a vision. When work is meaningful and connected to what we truly desire, we tap into a productive and creative power stronger than we ever imagined. In *Full Steam Ahead!* you'll learn: • How to use the power of vision to get focused, get energized and get great results • How to create a vision that touches the hearts and spirits of everyone in your organization • How to create a vision for your own life that provides meaning and direction The lessons of *Full Steam Ahead!* are surprisingly simple, practical and powerful. They demonstrate that vision is not only necessary, but also possible and achievable.

## **Book Information**

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## **Customer Reviews**

If you're like me, and have spent countless hours in countless meetings trying to develop a "vision statement" for your organization without ever really getting to the point, then this book is for you. Blanchard (The One Minute Manager) and Stoner have skillfully crafted an allegorical tale of Jim and Ellie, one a successful but uninspired business owner, and the other a recently-hired employee who serves as a sounding board and confidant. In their conversations, Jim confides to Ellie that running the insurance company his father created just isn't all that exciting anymore. Notes Jim: "When my father was president, everything here was full steam ahead." He goes on to say that his

father really inspired the employees - they felt like they were doing important things at work, and there was real joy in the agency then. When Ellie asks whether "full steam ahead" means being reckless, or moving ahead blindly in the face of danger, Jim responds, "No, I think it's the opposite. It means having vision - being so clear about your purpose, so committed to it, and so sure about your ability to accomplish it, that you move ahead decisively despite any obstacles." This characterizes the tone and sentiment of the book - discovering the ability to unleash transformative power by developing a clear vision of where you want to take your organization and your personal life. The authors delineate the three elements of a successful vision: significant purpose, clear values, and a picture of the future. This last element, what the future will look like, resonated especially strongly for me as I read the book- the idea that you know you're on the right path when you can see a clear picture of what it's going to look like when you reach your goal. Examples abound here: JFK's vision of putting a man on the moon by the end of the 1960s, Soviet athletes' technique of "mental rehearsal" in the 1976 Olympics, even skiing down a difficult hill. Using Ellie as a creative muse, Jim comes to realize that his insurance company does have purpose (peace of mind) and values (ethics, relationships, success) which permit him to develop a picture of the future where employees look forward to coming to work each day and strive to provide unparalleled customer service. Of course, the process of creating the vision is perhaps as important as the vision itself - working together to develop a common theme invests members of the organization as stakeholders, and that can build cohesion and a common sense of purpose. In the final analysis, this book is extremely well-written, engaging, and hard to put down!

It's an excellent distillation of the most essential elements of creating and living a vision. Don't let the size fool you. It's a fabulous example of an easy-to-read and equally important easy-to-apply book. This is the second edition of Blanchard and Stoner's book on Vision -- chock full of new material, thinking and value. Fuzzy, lifeless visions plague too many organizations. People let "life happen to them." Full Steam Ahead is the antidote to both maladies. Define your vision. Unleash the power of it -- in your organization, life, family. I've bought copies of the book for my team mates, wife and kids. Get a copy. Sit back and begin creating your preferred future. Full Steam Ahead is a great guide to help light the way.

This book is great at demystifying the "Vision" thing and the process to get a team to understand and implement a strong team approach to accomplishing goals. I further recommend Power Up by David L. Bradford and Allen R. Cohen for a practical step-by-step approach to a team culture that

can be empowering at all levels of an organization.

Through a beautifully written, engaging story about two people who are struggling to create visions, both for the company where they work and for their own lives, Blanchard and Stoner detail the essential elements of creating a successful vision. *Full Steam Ahead* takes the mystery out of the "vision thing." It makes vision accessible to everyone, in both, their organizations and their personal lives. It explains the three key elements of a compelling vision and how to create a shared vision that unleashes energy and potential. The process described in this book connects with your business and its business objectives; it's not just a "feel good" process. The book shows what happens to businesses and individuals that don't have a clear vision - the financial, operational and personal implications of an unclear vision. It demonstrates how these concepts can be applied in a variety of ways: creating a vision for a company, for a department, for a family and for one's personal life. This book is about more than how to create a compelling vision. It's also about how to ensure that it's a shared vision, it comes alive, and it continues to guide you on a day-to-day basis. Read this book and get ready to move *Full Steam Ahead*!

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