

CREATIVE LEADERSHIP

Leadership Briefs and Reflections



Vision Matters!

Creative leadership requires a bold, ambitious vision around a just cause.

Creative leadership requires a bold, ambitious vision focused on a just cause. What constitutes a bold vision? The bold vision goes beyond the immediate challenges facing a group or organization, and represents what Simon Sinek calls a “just cause.” Sinek defines a just cause as one that is for something, inclusive, service-oriented, resilient, and idealistic (Sinek, 2019). In creative leadership spaces, this kind of vision inspires enthusiasm and ignites creativity. When a team or organization lacks this kind of aspirational vision, the motivation to innovate and think boldly is diminished. When this kind of vision is present and woven throughout the heart of an organization, it serves as rocket fuel to bring an organization together, foment innovation, and inspire momentum.

Reflections:

- Evaluate your organization’s current vision. Is it inspiring, idealistic, and motivating?
- As you develop or revise a vision, how can you include multiple voices in the process? What can you learn from those with differing perspectives and points of view?
- How can an organization craft a vision that is unique and sets them apart from others?

Try This:

- Involve multiple partners in crafting a vision that resonates with multiple perspectives.
- Be bold and aspirational as you create a shared vision through collaborative processes that yield “just cause.”
- Be creative. Don’t let your vision be restrained by present reality.
- Ground your vision in service that makes a difference.



Sinek, S. (2019). The infinite game. [New York]: Portfolio/Penguin.