



Building Your Vision

Harvard Business Review Article

[Building Your Company's Vision](#)

by James C. Collins and Jerry I. Porras

Read the HBR article to familiarize yourself with vision. Then note your responses to the following questions.

Discussion Write out detailed responses to the following questions on a separate sheet of paper and be prepared to discuss them with the team.

1. What is vision? How important is it? Why?
2. What are the 4 components of a vision? (Do not include the Core Ideology and Envisioned Future headings)
3. Describe Core Convictions or values. List a few examples.
4. Describe Core Purpose. Include a couple examples of core purpose.
5. When do you know the Core Purpose is complete?
6. What are Mt. Everest goals or BHAGS? What do they do? Include a few examples.
7. What is a vivid description? Include an example.
8. In what ways does a vivid description differ from Mt. Everest goals?

Coming soon! - the FREE eBook, [Creating Your Business Vision](#), by Michael Nichols.