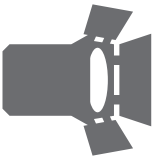
CHAPTER 3 DRAFT BLUEPRINT: 20/20 VISION

A deep dive into the technical details of how the eye functions can help to bring the metaphor to life for our own visioning exercise.

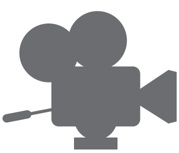


LIGHT

Light is what enters the eye and ultimately gets captured on the retina. Once the light enters the system, a lot of the sub-systems are engaged in its processing. The first series of questions to ask yourself is whether what you are looking at is relevant, important, and in alignment with the organizational goals. Do I have the right picture? The complete picture?

DO WE ALL SEE THE LIGHT?

- What is my field of view? What are my frames of reference?
- Is my perspective on the current topic of interest consistent with the lens of my organization's strategic goals and priorities?
- What changes in orientation might be required to point me in the right direction?
- What important aspects do I need to take a look at that I may have missed because of my specific purview or reference point?



CAMERA

Recording the image and sending it on to the brain is the basis of communication. It is critical to have a sharp focus for the brain to be able to interpret what is being seen. Once you have a better picture, the questions that arise are around bringing focus to what is important, to who, and why. Different stakeholders have different viewpoints.

ARE ANY BLIND SPOTS GETTING IN THE WAY OF TRANSMITTING

AN ACCURATE PICTURE?

- What filters and lenses do I need to focus vision? How do I see things from other perspectives?
- How are the inner workings of the system operating? Is information being lost in translation across boundaries?
- How efficiently is the information received being captured, gathered, and communicated?
- Do others see what I see?

ACTION

Action is about cognition, interpreting the information in the visual cortex to facilitate a response. The brain will also integrate other inputs, alongside vision, such as those from sensory and motor stimuli to determine course of action. Even if everyone sees the light and the focus is tightened on the idea or issue, action still may take a while. It is especially delayed or can be stalled when a number of different functions need to be involved.

DO WE TRULY HAVE OUR EYE ON THE BALL?

- What other necessary systems are involved in your vision – especially to turn it into action?
- How can I streamline them such that execution of action will have the desired impact?
- What is your circle of influence and circle of control? If I am not in a position to streamline, who can I provide input to drive action?

It is never too early to start practicing how to build capacity for crafting a compelling vision – it entails getting smart about what you see, what you need to see, and how you communicate what you see.

That's how I see it.