

We Choose to Go to the Moon

TAKEAWAYS

Use this when you need to be inspired by a real-life example of a strong vision.

Apply

Take time to do the following:

- What are your goals? What are your team's goals?
- How can you create a narrative that explains your goals in a clear, concise, and compelling way so others can understand where you are going and how you intend to get there?

Discuss

Discuss the following questions with colleagues or with your team:

- How can we communicate our vision and strategy in a clear, concise, and compelling way?
- With whom do we need to share our vision and strategy? Why?

Note: This is part of FranklinCovey's *The 4 Essential Roles of Leadership*™ solution.