

Instilling Vision and Unleashing Passion in your Organization!

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Instilling a Vision

What is Vision
in an organization?

Unleashing Passion!

What role can Passion play for your
company and your team!

Having Passion and Vision together!

- When you have passion and vision combined, your team can accomplish great things!

Instilling Vision and Unleashing
Passion is hard – this is the
responsibility of the leadership of
the organization.

This is one of the most important
functions of a “Level 5” leader

Leaders role...

- Uncover and bring clarity to the vision
- Help the team/individuals see it
 - Different glasses for different people
- Lead the team through the self-decision process about the vision
 - Once they see it, do they share it
- Determine if you have the right people



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How can you Instill Vision?

The Vision is clear...

- Passion can be sparked when the vision is clear and shared
- Passion is an emotion – an emotion can be triggered and needs to be watered
- Pure passion is will drive your team to succeed and overcome obstacles
- Passion is the fuel, Vision is the direction

The Leaders Passion is essential

- When the team senses that the leader has lost their direction, or that the leader has lost the passionate drive – the spark is lost

What is there to be Passionate about???

- Paint is Paint
- Burgers are Burgers
- Oil changes are oil changes
- Floors are Floors

- Passion is found in many places!

Leaders watch and orchestrate...

- Where are your people's passions
- What is fueling their passion
- How is their passion sparked and dulled
- Discover what is at the core of their passion

The Passion and Vision Recipe

- People that are Passionate about Life
- A Positive Workplace
- Alignment with the Vision
- Individual Goals that line up with the Vision and Goals of the company

Keeping a Vision Clear

- The Vision needs to be updated on a regular basis
- It can not be allowed to become stale or outdated
- Your team needs to have involvement in the process in order to inspire passion

A Vision and Passion case study

- Floor Coverings International
 - 17 year old business
 - 300+ franchisees in 1995
 - \$60m in system sales
 - 2004 = 75 franchisees, \$22m, little value

2004/2005 A Strategy Review

- Involved every staff employee
- 20 franchisees
- Customers and Vendors
- A new Vision was born
- 17% same store sales growth
- The company is invigorated and inspired!