

The Right Combination of Questions to Develop Your Vision Storyline, Improve Your Team Performance & WIN

W = **Where** is your desired destination?

- What are the success measures that provide evidence of your team excelling?
- What are the most valuable attributes that set your team apart?
- What is the culture like with your athletes, coaching staff, athletic department, & community members?

**Tip: Describe the future, desired state of your organization or team in the present tense – as if your answers to these ARE your current reality.*



I = **Imagine** possibilities, challenges and success

- Who are your coaches and team members? And how do you find them?
- How is the athlete experience unique in your program?
- What obstacles or challenges may be ahead, and how will your team conquer them?
- What do your colleagues and opponents say are the top things about how you run your program?
- What stretch goals seem nearly out of reach...but may just be possible?
- How does moving toward this destination impact your team's behaviors, morale, and image?
- How will you celebrate?

**Tip: Clear your schedule for an hour or two and "Go dark" ... disconnect from technology. And then dream and write – in snippets and phrases or paragraphs – random or organized.*

N = **Nitty-gritty** sensory details, vision-casting plan, behavior alignment

- Describe what the world (your life, team, organization, sport and world) will be like as a result of reaching this desired destination.
- As you lead toward making this desired destination a reality, what will people observe when every team member is most alive as their best selves and working together?
- Where and how will you cast this vision continually? What will it sound and look like?
- What word, phrase, sense, or feeling best describes your relationship and leadership style with your team?
- What will conversations sound like on your team?
- Describe evidence of how team members align their behavior to help the team move toward making this vision reality.
- What do your team members say to others about their work and role on the team?
- What will a feature article on your team in Sports Spectrum or Sports Illustrated include?