



# Il potere della vision (Growth Path) (Italian Edition)

*Vittorio Mascherpa*

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Spesso confusa con la missione aziendale, o con un obiettivo a media o lunga scadenza, la vision è in realtà il più potente motore motivazionale a disposizione di aziende e organizzazioni, in quanto via diretta per accedere al sistema dei valori individuali e sociali.

Troppe volte, però, questo formidabile strumento è del tutto ignorato, oppure ridotto a generiche e vaghe dichiarazioni di circostanza: buoni propositi con cui aprire una brochure o un sito internet, ma poi puntualmente ignorati o – peggio – disattesi nei fatti.

E invece una vision forte e condivisa, ben costruita e ben comunicata, resa vitale dai fatti e rispecchiata nei programmi, è la chiave del coinvolgimento, dell'identificazione, dell'impegno e della soddisfazione personale.

Partendo da un'analisi del concetto di “valore” e dai rapporti fra valori, energia, soddisfazione e qualità della performance, il libro definisce il significato e le caratteristiche di una vision efficace, per poi considerarne le influenze sul clima umano e gli effetti sulle prestazioni individuali e del gruppo.

Nella terza parte, infine, viene presentata – passo dopo passo – una guida pratica e dettagliata per la realizzazione di una vision valida e coerente: dalle modalità per individuare ed estrarre i valori individuali e collettivi, a quelle per definire e comunicare una visione che possa essere sentita e condivisa, fino ai criteri per una sua applicazione nella realtà aziendale più concreta e quotidiana.

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