

Communicating Your Vision and Goals to Get Your People Into Action in 2026

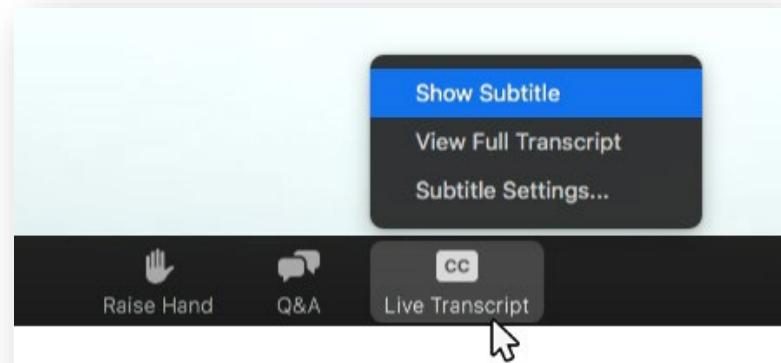
Thursday, Jan. 15, 2026, 2 p.m. Eastern time



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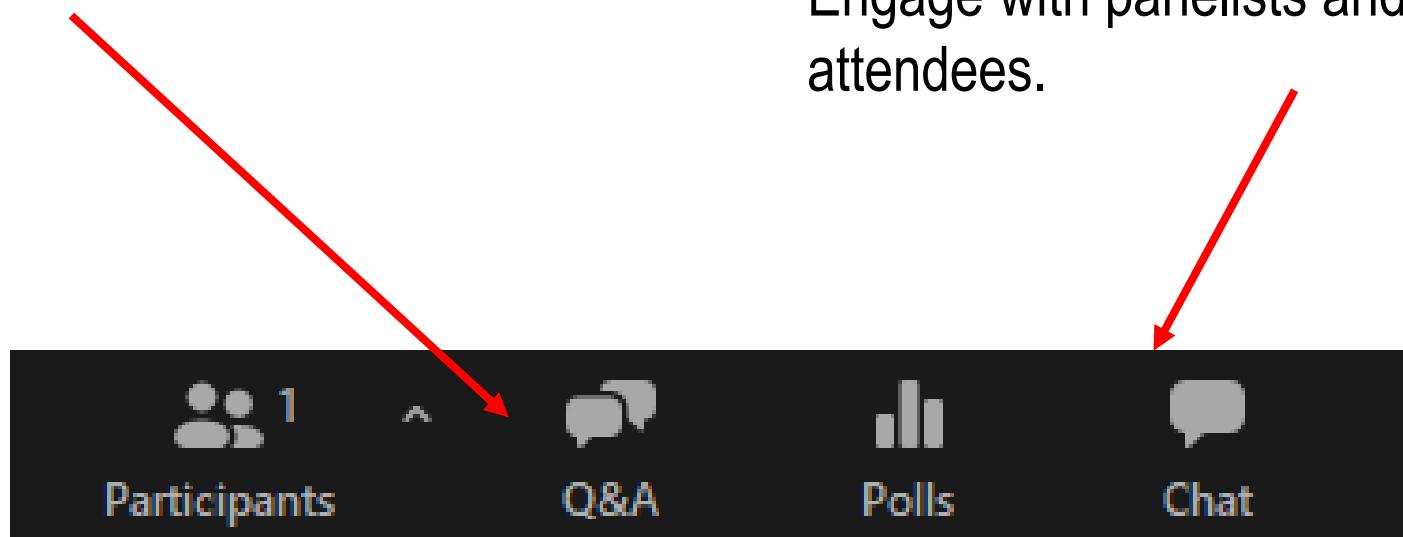
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Ask a Question, Engage With Other Attendees

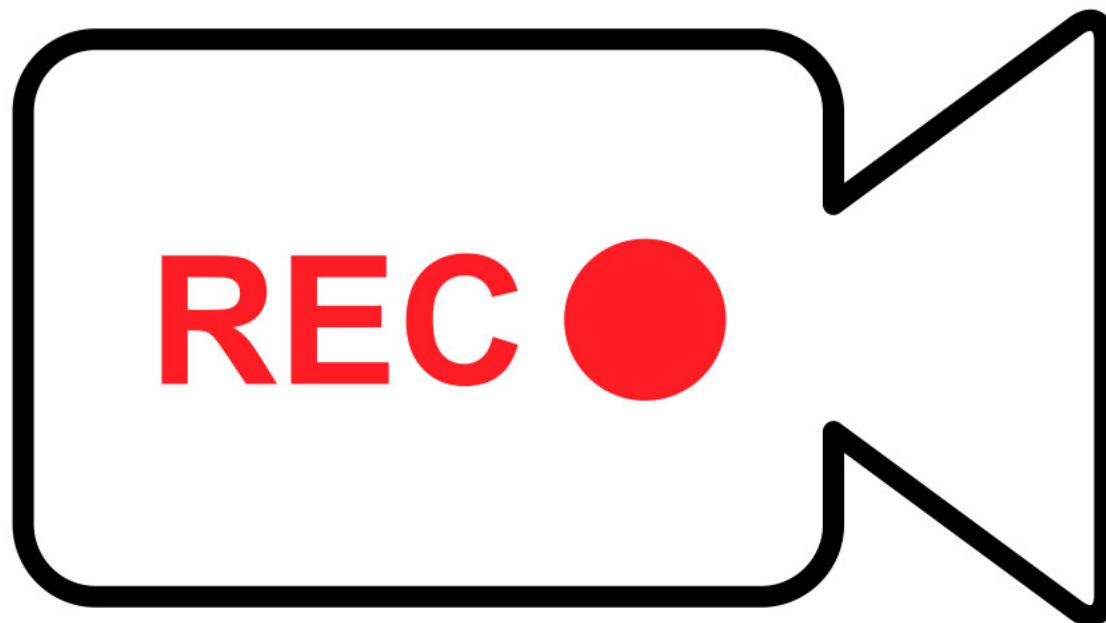
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Type your questions for the panel into the Q&A box



Chat

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Communicating Your Vision and Goals to Get Your People Into Action in 2026

Expectations for today

- Understand the importance of communicating your company's vision and goals
- Identify common challenges leaders face in sharing their vision and goals
- Discover strategies to address these challenges
- Understand how to align employee goals with the company's vision
- Learn how to establish a system for ongoing communication and accountability

**What challenges have you been
running into getting your people
into action with your company
goals?**

Common Challenges

- You don't have clear company goals or a vision for the future
- You haven't shared your company goals and vision with them
- You don't know what motivates them and how to align it with your goals and vision
- You haven't helped set goals for them and a path to get there that aligns with your goals/vision
- You don't have a way to help coach them and stay accountable to reaching the goals
- You talked about the goals and vision once and don't review/check progress with them and help them to make adjustments

**Why are these challenges
happening?**

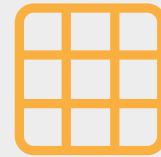
why are these happening?



Lack of clear company vision and goals



Insufficient communication



Misalignment of personal and company goals



Absence of accountability and coaching

**How are these impacting
your company and you?**

**Rule: People are motivated for
their reasons and goals, not
yours.**

**Rule: Where there is
clarity, there is energy.**

Fixes

Fixes

- **Get clear on your company vision, mission, and goals and commit yourself to them. (Form them with your people.)**
- **Understand your people's personal goals and motivations and tie them back to your company's goals. (How do they help them get to their goals?)**
- **Help your people build specific plans of action with measurements and checkpoints.**
- **Communicate the what, why, and how so your people can execute.**
- **Come back to the goals/progress on a regular basis.**
- **Find people aligned with your company vision/mission/goals and motivated to get there.**

Questions

- **What did we not cover that you have questions on for this?**

Lessons Learned/How Will You Apply These?



What will you change in 2026?

How to contact me:

Put your name and contact info in chat and I'll contact you.

Email: shad@lushin.com

Find me on LinkedIn

Thank you!

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