

Welcome to Today's Webinar

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

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



Please note that the audio will be streamed through your computer—there is no dial-in number. Please make sure to have your computer speakers turned on or your headphones handy.



American Staffing Association

A screenshot of a video player control bar. The bar is dark grey/black with a light blue gradient on the left. From left to right, it contains: a hand icon labeled 'Raise Hand', a speech bubble icon labeled 'Q&A', and a button with a 'CC' icon labeled 'Live Transcript'. A mouse cursor is hovering over the 'Live Transcript' button, which has opened a dark grey menu with three options: 'Show Subtitle' (highlighted in blue), 'View Full Transcript', and 'Subtitle Settings...'.

CC

Live Transcript

- Show Subtitle
- View Full Transcript
- Subtitle Settings...

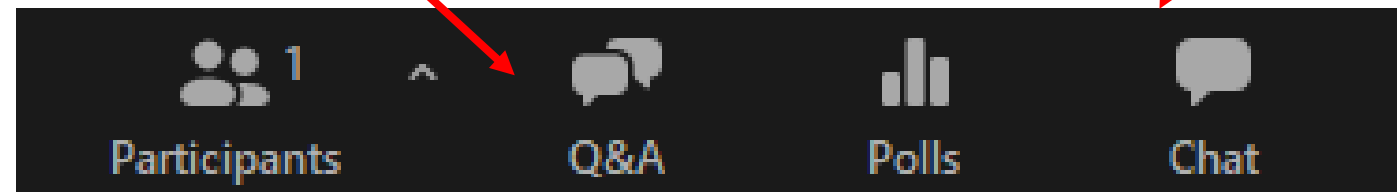
Ask a Question, Engage With Other Attendees

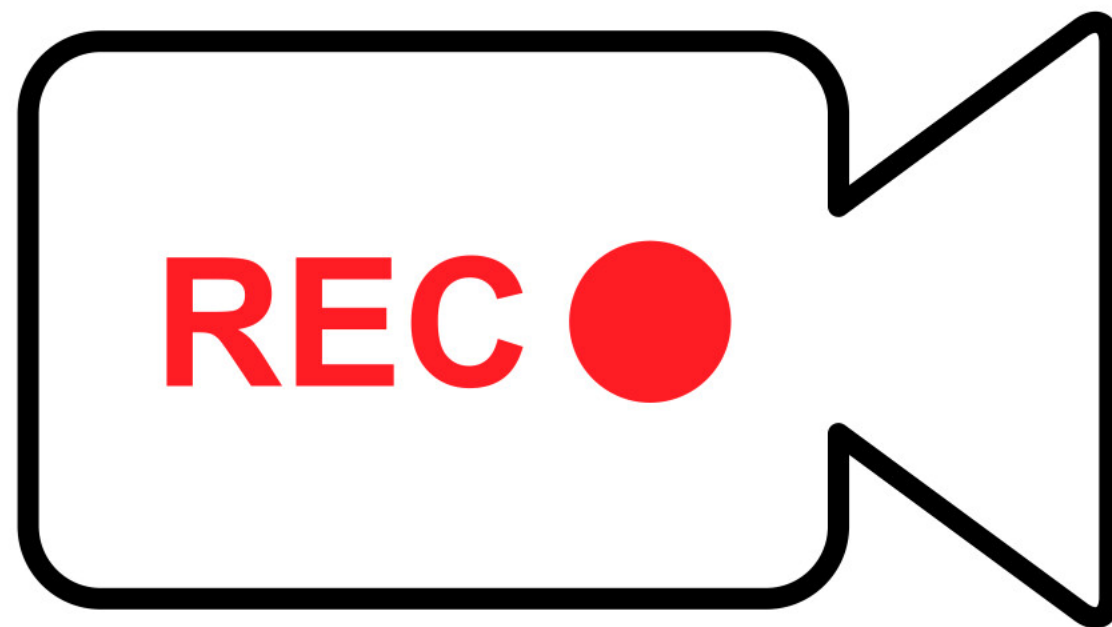
Q&A

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

Chat

Start a conversation—say hello. Engage with panelists and other attendees.





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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**

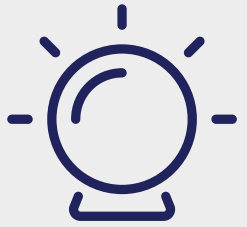
What challenges have you been running into getting your people into action with your company goals?

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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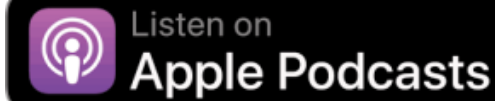
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