

Vision vs Strategy vs Goals

Most leaders mix these up.

Clarity here is the difference between
inspiration and noise.



THE CORE PROBLEM

Leaders often use vision, strategy, and goals interchangeably.

And communication breaks down.

Your team hears the same words - but acts on different meanings.

- 👉 Teams get confused.
- 👉 Priorities clash.
- 👉 Execution stalls.

VISION = LONG TERM DIRECTION

Where we're going.

The inspiring destination that guides
everything else.

Example: "Make sustainable energy
the world's default choice."

STRATEGY
=
WHERE WE COMPETE
HOW WE WIN

Choices we make to reach the vision.

Focused, competitive, and directional.

It connect Vision to Execution.

Example: “Focus on mid-market builders and lead with service quality.”

GOALS = MEASURABLE MILESTONES

The tangible markers of progress.

SMART, time-bound, and trackable.

Goals tell you if the Strategy is working.

Example: “Grow revenue by 15% in the mid-market segment this year.”

WHEN LEADERS CONFUSE THESE...

**Vision sounds vague.
Strategy feels reactive.
Goals lose meaning.**

The result?

**Misalignment, burnout, and weak &
slow execution.**

THE FIX: KEEP IT SIMPLE

Vision *Inspires* = destination

Strategy *guides* = path

Goals *measure* = milestones

Get these right and your message
lands across every level.

**Pull up your last team update
or meeting notes.**

**Were you communicating
vision, strategy, or goals?**

**Make it clear - your team will
thank you for it.**