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Collana	Ideas into action guidebooks
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Nota di contenuto	Como crear una vision; MANUALES DE "IDEAS EN ACCION"; Serie de Manuales de "Ideas en accion"; Indice; Resumen ejecutivo; Vision y liderazgo efectivo; Desmitificar la vision; Cinco bloques de desarrollo; Una perspectiva diferente; Mejore su mensaje; Vision y resiliencia; Lecturas recomendadas; Antecedentes; Resumen de puntos clave; Informacion de contacto
Sommario/riassunto	If you want to be an effective leader-at any level-you should pay attention to vision. Leaders who communicate a strong vision are seen by their bosses and coworkers as more effective in several important areas than those who do not. The content of your vision affects employees' perception of your organization. Your articulation of the vision affects their perception of your leadership effectiveness. Taken together, vision content and vision articulation give your employees, colleagues, and other stakeholders a powerful image of how good your organization is and how skilled you are as a leader