



We recently ran an event for a team of managers in a UK business where we examined the nature of a “business journey” and how in many ways it is similar to any journey we may take with other people; how we must make the journey real and enticing for everyone; how corporate speak is unlikely to motivate those at the “coal face”; and how explaining the journey in someone else’s language is unlikely to generate enthusiasm. We concluded that there are two things we must do to bring the journey to life:

1. Understand our journey and what excites us

Our understanding grows when we engage with the journey. Understanding and grappling with our purpose and vision is key – as is ploughing through the associated challenges, issues and opportunities

2. Get to know what excites our people

What does success mean to them? We can only know this when we spend time with them, one on one and in group settings such as workshops and team events.

Bringing the journey to life

Making the journey exciting for us and for others is what brings it to life. The photograph opposite is of a beautifully laid path in the Northumbrian countryside close to Hadrian’s Wall (inset far left).

Sometimes looking at pictures like this will limber up our creative muscles to provide ideas about how to bring our business journeys to life. What do you see that you could translate into a work environment? Before you read on, make some notes.

For me the photograph reminds me:

1. To make the path clear for all to follow
2. To have something on the horizon that beckons
3. To appreciate what goes on all around – this gives context
4. That this journey would be much harder in the dark
5. That the journey is just as important as the destination

Let us know what you see in the photograph. And if you’ve taken the time and trouble to find out what excites people about your business, let us know.



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leadership, change and teamwork
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