

**Problems that New CEOs Face**  
*Advice on how to handle business and  
personal issues*  
**I have a Vision, does anyone  
else know it?**



## I have a Vision, does anyone else know it?

There are lots of ways to develop a strategic plan (you can look elsewhere on this web page for my recommendation on a short 10 page strategic plan). The most important part of this plan is the vision – where the CEO shares where the company will be in the future.

The strategic plan should be developed by company leadership, and once it has been completed, it should be “rolled out” to the employees in “all hands” meetings so the CEO can explain the plan to everyone.

At times, I have seen strategic plans developed in a vacuum and never shared with the company’s most important customers – the employees. The plan should be clearly explained and readily available to all. In fact, I recommend that companies post their strategic plans on their company website (minus proprietary financial information) so that all who research your company will understand your vision. If people understand your vision, they may be interested in doing work with you.

Plans developed in a vacuum, and not shared with the employees only mean that no one but the CEO and a few select managers will understand the company’s business interests.

**Recommendation: Share the company vision and strategic plan with all employees. They can become your best marketing people – if they understand the company direction.**

Jeff Irons is owner of ironScIad Solutions, Inc. in Huntsville, Alabama, an Alabama-based S corporation.  
Jeff can be reached at [jirons@ironsclad.com](mailto:jirons@ironsclad.com).