

Creating line of sight

The importance of connecting employees to the vision¹

[Leadership competencies for Queensland](#) identifies that leaders need to think critically and act on the broader purpose of their organisation. Research indicates that a connection between work and organisational strategy is the number one driver amongst employees for 'going the extra mile' or applying discretionary effort. Fostering a sense of connection with your organisation can improve employee effort by as much as 32.8%.

Opportunities to reinforce the connection between employees and your organisation's vision include:

- team meetings
 - review stakeholder feedback
 - review customer feedback
- job training discussions
- performance reviews
- project feedback discussions
- regular check-ins
- task assignment conversations
- induction discussions.

Connect employee roles to the strategy and success of the organisation

Who are we?

Draw connections between your organisation's purpose and strategy, how it operates and what your senior leaders hope to achieve from:

- strategic plan
- service delivery statements
- annual report
- direct manager.

Why do we exist?

Refer to your organisation's mission and vision, reinforcing why its purpose and strategy matter, using:

- annual report
- [Government's objectives for the community](#)
- [#BeHere4Qld.](#)

How does the team contribute to your organisation's success?

Demonstrate how does the team help achieve the mission and vision of the organisation by recognising success and aligning outcomes with resources including:

- organisation intranet and internet
- role descriptions

¹ Adapted from The Corporate Executive Board Company, 2009

