

Creating Inspiring Visions: Infovision Case

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You are owner of a Infovision, a small, three-year old company that manufactures and sells graphics software. Times are tough for your company; competition is increasingly challenging your markets, and sales are down. Most of your staff of young, energetic programmers, sales representatives, and administrative personnel have been with you for a year or more. Several have been with you from the company's beginning. They have been loyal and hard working but haven't had much to cheer about lately. No one has received a pay increase in over a year, and they know of Infovision's dilemma. You know that several of them have been watching the "help wanted" column.

You have decided that the next quarter's performance will determine the company's fate. You have called the staff together for a meeting to persuade them to put forth maximum effort and stick with you for three months to help Infovision survive.

Write out the speech that you will make to your staff. Focus on articulating an inspiring vision, by incorporating the characteristics of effective visions that we discuss in class. After writing out your speech, prepare to *perform* it.

Have a bit of fun with this, being creative and dramatic in your writing and performance.