

# Check-up: Is Your Vision 20/20?

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*What can be done to create 20/20 vision? Whether you are creating a vision for your organization, a project, a proposal, or even a department, Caryn spells out how 20/20 vision creates SUCCESS.*

Amblyopia is an eye disorder that affects approximately 3 out of every 100 children. My daughter, Brittany, has this condition. In kindergarten, a vision screening detected a problem and an ophthalmologist performed a dilation exam to diagnose amblyopia. The dilated pupil is like a window and reveals the presence of not only vision problems, but also other undiagnosed problems such as diabetes or glaucoma. It is a good indicator of overall health.

Regularly scheduled vision exams are paramount to assessing overall health and direction.

## 1. Schedule check-ups regularly

Amblyopia is caused by various conditions that interfere with the normal vision in one eye and prevents the eyes from working together. Typically, one eye is out of focus with cloudy vision and the other eye becomes stronger while suppressing the weaker eye. Amblyopia is easy to spot in some individuals because the eyes wander in different directions. As with Brittany, if the condition persists, the weaker eye becomes useless or blind.

When a murky vision clouds your message, employees do not work well together. Some employees will go in different directions, while others are useless. People constantly rely on clear vision to get them through daily activities.

A precise vision is motivational, helps everyone work together, and increases daily performance.

## 2. Use precision

Although Brittany was diagnosed with amblyopia about 14 years ago, I still find that every time I discuss her condition, I cannot recall the name. The name amblyopia is a

complex medical term. The name is not simple or memorable.

While it is difficult to express ideas in a simple and memorable manner, it is well worth the effort and time invested. Do not use complex words and jargon. Why do you suppose everyone remembers that KISS means “Keep it Simple Stupid?” Not only is KISS simple, but it’s also an acronym. To create a simple, more memorable vision, use acronyms whenever possible.

## 3. Create KISS

As my car and Brittany’s driving record attest to, depth perception is a disaster for individuals with amblyopia! Visual perception alone cannot always be trusted; therefore, to ensure everyone “sees” your vision, you need to offer it in 3D, at a glance.

### Communicate your vision in 3D:

**1) See** – “A picture is worth a thousand words.” Create a picture of your vision and display it throughout your hallways and offices and through newsletters, posters, PowerPoints, and other visual means.

**2) Hear** – Communicate, communicate, and communicate. It takes at least seven times before someone hears it for the first time.

**3) Touch** – Create conditions of stimulation through question and answer sessions, what-if scenarios, games, and other activities.

## 4. Communicate

I was told that detecting the condition in early childhood increases the chance of successful treatment. However, after several attempts of correcting Brittany’s vision, her ophthalmologist reported that success of treatment varies and is considered rarely a functional success. This came as a total surprise since these types of outcomes were never communicated previously.

Be honest and create realistic, measurable expectations and set appropriate outcomes early on.

*Caryn joined Data Dimensions in February 2006 and serves on the Board of Directors of the Association of Proposal Management Professionals, Greater Midwest Chapter.*



## 5. Expectations

Throughout treatment, a wide variety of tests and procedures were utilized at different times. There was pupil dilation, refraction, aberrometer, tonometer, and slit-lamp examinations. During check-ups, the ophthalmologist asked probing questions, checked for progress, and made adjustments.

Establish a wide variety of tests and procedures at different times and set accountability parameters. Ask probing questions, determine progress, and adjust or reset expectations as necessary.

## 6. Set accountability and

## 7. Start a dialogue

20/20 vision creates success!

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**U = Use precision**

**C = Create KISS**

**C = Communicate**

**E = Expectations**

**S = Set accountability and**

**S = Start a dialogue**