

Subject: Your team needs more than a plan

A venture can know what to do and still fail to move people toward it; imagination turns knowledge into shared possibility and action.

Subject: Your team needs more than a plan

A newly formed team can share a strategy and still lack a shared future.

Shelley's useful distinction is that reason enumerates differences, while imagination unifies thoughts and creates new ones. Applied to a venture, that means conviction is not produced by more analysis alone. People commit when they can see themselves-and one another-in a possibility worth building.

His broader point is practical: imagination enlarges sympathy, helps people understand experiences beyond their own, and supplies the generous impulse to act on what they already know. Without it, knowledge can accumulate while action stalls.

Would a short exchange on using this distinction to give your team a more memorable sense of purpose be useful?