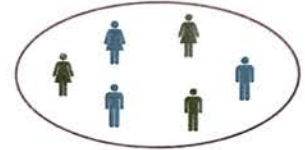


---

# Visioning – Moderate

---



Mobilizing

1. To help create your vision, you will need to collect some information from the people involved in that work. First determine the focus for your vision – organization, division, team, or project. Identify a few different stakeholders to interview. Ask them:
  - Where would you like to see the organization/team two years from now?
  - What is the best possible outcome of working in this organization/team?
  - What is the biggest challenge for managing this organization/team?
  - What have been the big milestones/events that have directly influenced the members?
2. Think about how strong leaders convey their vision.
  - How do they communicate their vision?
  - What types of words do they use?
  - When do they take advantage of opportunities to express their vision?
  - Which vision statements have resonated with you and why?
3. Now use this information to craft your vision by filling in the attached worksheet on the next page.

## Options

- Be sure to practice sharing your vision with a few trusted colleagues before sharing with a large group. Use their feedback to improve your delivery.
- Be sure to set actionable goals that express the vision you have created. Identify three ways that you will express your vision in the next few days.

## VISIONING WORKSHEET

Use this worksheet to build the blocks for a compelling vision statement.

VISION ELEMENT	DEFINITION	IDEAS
1. The Big Idea	A general, fundamental, enduring ideal	
2. Clarity	Clear, unambiguous statements	
3. A Genuine Challenge	Language and ideas that motivate people	
4. The Values	Impact on humanity, role in society	
5. The Story	Provides a clue about the organization's past	
6. The Growth Factor	Expansion of business	
7. The Change Factor	Changing the current conditions	
8. Inspirational Image	Use of a dynamic interaction style	
9. Inclusive Language	Use of we, our	
10. Specific Tasks and Goals	Strategic and tactical plans	