

## Vision

*An ideal and unique image of the future for the common good.*

### **Step One:** Identify a Vision Theme.

Outline and document:

- Concerns
- Desires
- Questions
- Propositions
- Arguments
- Hopes
- Dreams
- Aspirations

### **Step Two:** Determine What You Want to Do

Consider these questions:

- How would we like to change the world for myself and our organization?
- If we could invent the future, what future would we invent for ourselves and our organization?
- What mission in life obsesses us?
- What's our dream about our work?
- What's our most distinctive skill or talent?
- What's our burning passion?
- What does our ideal organization look like?

### **Step Three:** Draft a Vision Statement

Expand on the questions from Step Two, by answering the following questions:

- What is your ideal work community? What do you personally aspire to create?
- What is unique about your hopes, dreams and aspirations? How is it distinctive to all other visions of the future?
- When you project this into the future ten to fifteen years, what does it look like? What innovations and trends will influence that future?
- What images come to mind when thinking of the future? What does it look like, sound like, taste like, feel like? What symbols or pictures best represent your vision of the future?
- How does this vision serve the common good? What's in it for others to align themselves with this vision?

