himsel &
associates

VISION WORKSHEET

VISION

An ideal and unique image of the future for the common good. It articulates a realistic, credible, attractive condition that can be better in important ways that what currently exists. To inspire others, you need to be able to articulate what's distinctive about your vision. You need to describe it so people can picture it in their own minds.

CRITICAL COMPONENTS

- Express your passion
- Identify a common purpose
- Listen deeply to others - know what's important to them
- Make it a cause for commitment - people commit to causes not to plans
- Look forward in times of rapid change

APPLYING VISION

In applying the tools around vision, think about a specific project that your team will be focusing on. Regarding this project:

What truly inspires and excites you about the project?

Beyond the business, financial or organizational objectives, what higher meaning or purpose does (or could) this project serve?

Help people connect the dots with where the project fits into the bigger vision for the organization and/or Rady's strategic plan.

APPLYING VISION

In applying the tools around vision, think about a specific project that your team will be focusing on. Regarding this project:

Picture yourself, your team, etc. when you have completed this project. It's been successful and exceeded all expectations. Describe in vivid/pictorial detail:

a. What are people doing?

b. What are people saying?

c. How are people feeling?

d. What positive things are happening as a result?

APPLYING VISION

In applying the tools around vision, think about a specific project that your team will be focusing on. Regarding this project:

Metaphors, visual analogy and images can be helpful to change abstract notions into tangible and memorable images. What are some metaphors, visual analogies or images that you could use?

APPLYING VISION

In applying the tools around vision, think about a specific project that your team will be focusing on. Regarding this project:

Think about the people you want your vision to inspire. Who are they? What motivates them?

Audience: Management

Motivators: Profit, future growth, competitive advantage

Audience: _____

Motivators: _____

Audience: _____

Motivators: _____

Audience: _____

Motivators: _____

Audience: _____

Motivators: _____

What do the groups have in common?

_____

How can you appeal to the common motivators?

_____

PUTTING IT ALL TOGETHER

What inspires you for this project?

What would inspire the other stakeholders on this project?

What is unique about the dream you and others have for this project?

What future do you envision for others and for the greater organization?

How does this vision serve the common good for all?

PUTTING IT ALL TOGETHER

What metaphors or visual images can you provide that would appeal to people?

How could you write this in a single vision statement?