

Creating a Shared Vision

A vision statement is a description of the preferred future that a team or organization aims to create. It helps answer the question of what they truly desire. Having a vision provides a common direction, hope, and motivation. It also allows for the potential of significant change and encourages creative thinking and passion. A well-defined vision serves as the basis for creating a mission statement, setting goals, and planning actions.

VISION STATEMENTS ARE EXPECTED TO:

- Be created based on the anticipated future state.
- Provide motivation and inspiration.
- Represent fundamental beliefs and values.
- Lead to a sense of uniqueness.
- Be concise, clear, and avoid any ambiguity.
- Align with the mission, goals, and organizational culture.

OPTIONS FOR CREATING A VISION STATEMENT

OPTION 1 – LARGE GROUP BRAINSTORM

Step 1 – Individual Preparation

Each team member should express their vision using a creative method that suits them, such as drawing, poetry, storytelling, etc. This may be challenging for some, but it is crucial as visioning emerges from the creative process.

Step 2 – Flip Chart Capture

The team should collaborate to share individual ideas from the creative exercise. Use flip chart paper to record patterns and themes that arise. Discuss as a team how these themes can be integrated to form a cohesive vision.

Step 3 – Identify Themes

Create a vision statement that reflects the patterns and themes that have emerged as a team.

OPTION 2 – LARGE GROUP BRAINSTORM

Step 1 – Individual Preparation

As part of a personal task, team members are requested to complete a worksheet that includes at least four questions. Participants are encouraged to note down any words, phrases, or concepts that come to mind. This activity can be done prior to or at the beginning of the visioning meeting.

- What will the team/organization appearance be like?
- How will the team/organization feel? How will the team/organization function?
- How will the team/organization behave?

Step 2 – Flip Chart Capture

For each question on the worksheet, use at least one sheet of flip chart paper and have team members call out ideas that relate to that question from their individual preparation. Do not edit at this point. Suggestions should be noted and recorded until the energy level in the room begins to drop or as time permits.

Step 3 – Identify Themes

Display large sheets of captured items throughout the room and allow everyone to examine each sheet. As a team, analyze the patterns and themes that arise, paying attention to common words and repetition. Engage in a discussion on how these themes can be interconnected to create a cohesive vision.

Step 4 – Write Vision Statement

The team will create a vision statement based on the patterns and themes that have emerged.

VISION STATEMENT EXAMPLES

Our vision is to leave a sustainable world for future generations. - The Nature Conservancy

To be the gold-standard specialty coffee and tea company in the world with brands that attract a highly dedicated and loyal customer following. – Peet's Coffee and Tea

To make a contribution to the world by making tools for the mind that advance humankind. - Apple