

VISION

A clear and crisp Vision can stimulate and focus concrete action. Clearer the Vision, the more focused the strategy and action. How can there be agreement on the particular steps leading somewhere, if there is no agreement on where you are going?

What a Vision is

Visions are dreams and hopes that are real to us. They are what we believe must be in place if there is to be a future and they arise from our most profound experience of life. They exceed our grasp and often seem impossible to achieve. Good examples of a Vision are Gandhiji's vision of a free India or a Ford's Vision of a mass produced car for ordinary people.

What a Vision is not

A Vision is not the mission. The mission is a statement of what the organization is about- what business they are in.

A Vision is not a Goal. Goals are quantifiable, realistic and achievable and depend on external factors while the Vision is something we carry within us.

How the Vision functions

Visions are extremely powerful and they motivate us. When Visions are stated objectively, they fuel us with energy and endurance. Our Visions grow as we do and the Visioning process is a dynamic one which provides for re-articulating the shared Vision as appropriate.

Litmus Tests

- How can My company add value to others?
- How does Vision help our employees identify with a “calling”?
- What are my company’s market place advantages?

Litmus Tests

- How can our *Vision* positively distinguish our company in the minds of customers?
- Can we state our *Vision* in a few words that are easily understood by everyone?

To summarize, our vision is ...

- a short, simple statement ...
- of some value-adding and marketplace advantage factors
- which positively distinguishes our company ...
- in the minds of everyone with whom our company interacts (customers, employees, suppliers)....
- and provides clear, inspiring decision-making criteria.