

# **Creating Vision**

Imagining the future.

# Defining a Vision

What is a vision?

- A picture of the future.
- Beliefs or values.
- A purpose.
- Infinite in some cases.

# Defining a Vision

What a vision is not?

- The how.
- Methods.
- Steps.

# Vision Characteristics

A destination.

More than just positive thinking.

Imaginative.

Drives passion.

# Vision Characteristics

Existential.

Purposeful.

Futuristic.

Emotional.

# **Vision Characteristics**

Values.

Beliefs.

Standards.

Right and wrong.

# Historic Examples of Visions

- Martin Luther King
- President John F. Kennedy

# Message

A vision statement is the compass of an organization.

A vision represents the intent of a team.

A roadmap to the future.

XXX is it really a roadmap?

A vision holds people accountable and prevents deviations