

change

Defeat the commies

goal

change

Win the space race

goal

change

Land a man on the
moon and return
him safely to earth

goal

Get Congress to
pony
up the cash

goal

Design more
powerful rockets

goal

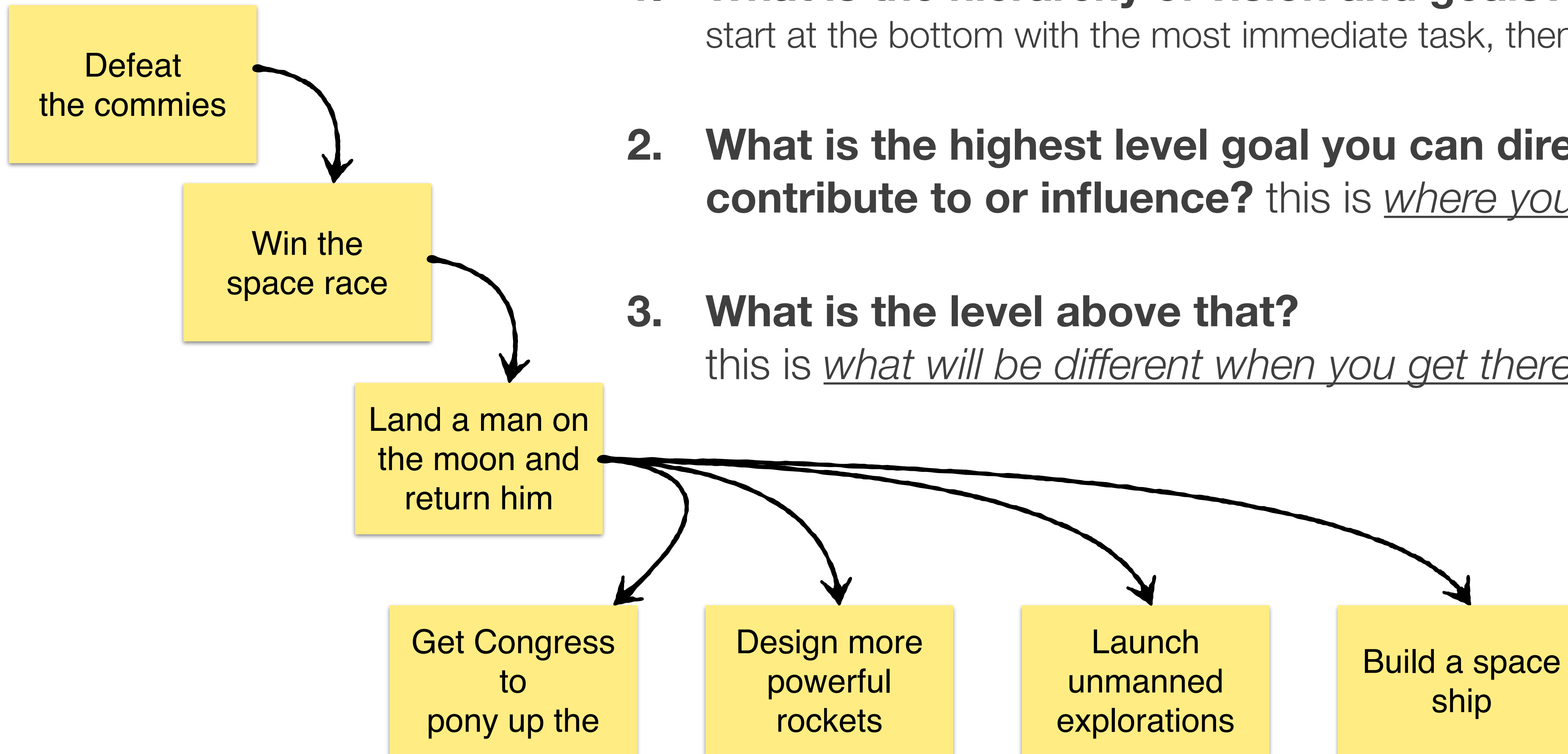
Launch unmanned
explorations

goal

Build a space ship

Pick your mountain

Think about a project you are working on, or a situation you want to change:



1. **What is the hierarchy of vision and goals?** it may help to start at the bottom with the most immediate task, then ask “why?”
2. **What is the highest level goal you can directly contribute to or influence?** this is *where you are going*
3. **What is the level above that?** this is *what will be different when you get there*