Creating A Powerful Vision for Your Business 2

When you begin the process of strategic planning, visioning comes first. When visioning the change, ask yourself, "What is our preferred future?" and be sure to:

* Draw on the beliefs, mission, and environment of the organization.
* Describe what you want to see in the future.
* Be specific to each organization.
* Be positive and inspiring.
* Do not assume that the system will have the same framework as it does today.
* Be open to dramatic modifications to current organization, methodology, teaching techniques, facilities, etc.

## Key Components for Your Vision

Incorporate Your Beliefs

Your vision must be encompassed by your beliefs.

* Your beliefs must meet your organizational goals as well as community goals.
* Your beliefs are a statement of your values.
* Your beliefs are a public/visible declaration of your expected outcomes.
* Your beliefs must be precise and practical.
* Your beliefs will guide the actions of all involved.
* Your beliefs reflect the knowledge, philosophy, and actions of all.
* Your beliefs are a key component of strategic planning.

### Create a Mission Statement

Once you have clarified your beliefs, build on them to define your mission statement which is a statement of purpose and function.

* Your mission statement draws on your belief statements.
* Your mission statement must be future oriented and portray your organization as it will be, as if it already exists.
* Your mission statement must focus on one common purpose.
* Your mission statement must be specific to the organization, not generic.
* Your mission statement must be a short statement, not more than one or two sentences.

Here is an example mission statement: "By providing quality education, we empower individuals to become caring, competent, responsible citizens who value education as a lifelong process."

## Benefits of Visioning

The process and outcomes of visioning may seem vague and superfluous. The long-term benefits are substantial, however. Visioning:

* Breaks you out of boundary thinking.
* Provides continuity and avoids the stutter effect of planning fits and starts.
* Identifies direction and purpose.
* Alerts stakeholders to needed change.
* Promotes interest and commitment.
* Promotes laser-like focus.
* Encourages openness to unique and creative solutions.
* Encourages and builds confidence.
* Builds loyalty through involvement (ownership).
* Results in efficiency and productivity.

## Vision Killers

As you engage in the visioning process, be alert to the following vision killers:

* Tradition
* Fear of ridicule
* Stereotypes of people, conditions, roles and governing councils
* Complacency of some stakeholders
* Fatigued leaders
* Short-term thinking
* "Naysayers"

# YOUR COMPANY’S MISSION

Focus on your Outcome….

Every great leader starts by defining the culture of his or her team. The culture is determined by spending time thinking about the mission, vision and values of the organization. Every leader must make time to do this!

The Vision is the “Strategic Intent” of the business owner or senior management – it should be considered the ultimate goal. It captures the essence of success, is stable over time and is deeply motivating to the organization at all levels.

The Mission is a realistic, credible, and attractive description of your ideal organization. It is a carefully formulated statement of intentions that defines why the business exists, how the business will maintain and increase its competitive advantage, and how the business will treat the other businesses and people that it comes in contact with.

The right Mission and Vision when combined are so powerful that they can literally jumpstart the future of an organization. Creating a laser-like focus and calling forth energies, talents and resources makes great things happen. A great Mission attracts commitment and energizes people by providing a significant challenge worthy of their very best efforts.

## Development Exercise:

Take a moment to answer the following questions:

1. What does your product or service do for your clients/customers? (Note: This is not what you do to provide it – but what it does for them. How does it fill their need, alleviate their pain, or help to move them toward their goals?)

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1. Who do you provide your product or service to? Be specific. (For example: Geography, Age, Gender, Income Level, etc.)

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1. What is the driving force behind your business and how it positions itself in the marketplace? Prioritize the following:

Product Mix \_\_\_\_\_\_\_\_\_

Market Served (filling certain needs) \_\_\_\_\_\_\_\_\_

Cutting Edge Technology \_\_\_\_\_\_\_\_\_

Low Cost \_\_\_\_\_\_\_\_\_

Operations Capability (eg Fast Delivery) \_\_\_\_\_\_\_\_\_

Method of Distribution (Internet? Face-to-Face? Etc.) \_\_\_\_\_\_\_\_\_

Profit \_\_\_\_\_\_\_\_\_

Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_

Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_

Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_

\*Once finished, check the three MOST IMPORTANT according to your prioritization.

1. How do you or will you differentiate yourself from your competitors in the delivery of your product or service? (For example: Technology driven; Marketing (“low-cost provider”, “innovative solutions”, etc.); Production/Distribution (partner relationship, ease of delivery, warehousing)

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1. Describe the kind of relationships you wish to have with:

Your customers \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Your suppliers \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Your shareholders \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Your competitors \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Your community \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Your employees \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. The newspaper honors your company as “Company of the Year”. In an article

they highlight your: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. Your services are meeting what critical need in the:

Community \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Market Place \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Region \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. You have changed the history of (tick all that apply to your Mission):

\_\_\_ The community

\_\_\_ The marketplace

\_\_\_ The region

\_\_\_ The world

\_\_\_ Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. You have done this by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. Now write out your Mission statement, including activities, states of being and desired accomplishments:

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1. Our Uniqueness can be summed up as: (What are we good at? For example: Pizza - “30 Minutes or it’s free”; Automobile – “The best engineered car in the world”; Delivery – “When it absolutely, positively has to be there overnight”)

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1. Your Vision (this is your 10 year goal, and incorporates the most compelling of the items previously discussed)

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## Checklist for a Powerful Mission ……

Look over the statements below. Tick those statements that are true:

\_\_\_ Is the Mission future-oriented?

\_\_\_ Is the Mission likely to lead to a better future for the organization?

\_\_\_ Is the Mission consistent with the organization’s values?

\_\_\_ Does the Mission set standards of excellence?

\_\_\_ Does the Mission clarify purpose and direction?

\_\_\_ Does the Mission inspire enthusiasm and encourage commitment?

\_\_\_ Does the Mission set the company apart from the competition?

\_\_\_ Is the Mission ambitious enough?

\_\_\_ Am I excited about the Mission?

Create your Values ……

Now that you have created your Mission, you need to also spell out and define the values of your organization. The values let every team member know what is most important in terms of their thoughts and behaviours. The behaviours are the fundamental determinants of your company’s brand. The values also define what behaviours will not be tolerated – and of course what the brand does not represent.

Take a moment to answer the following questions:

1. In order to fulfil our Mission, what are the most important characteristics each team member must have?
2. What must we as an organization focus on to be our very best?
3. What qualities must we look for in the people we hire? Which qualities do you want each team member to value the most?
4. What are the characteristics that would conflict with the organization as it fulfils the Mission?

**Realizing Your Dreams**

**=**

**Your Total Commitment + A Powerful Vision +**

**A Comprehensive Action Plan + Exceptional Execution**