

6 STEPS TO
Creating Your Perfect

VISION



6 STEPS TO CREATING YOUR PERFECT VISION



- 1. PROJECT TO THE FUTURE**
- 2. DETERMINE YOUR PURPOSE**
- 3. DESCRIBE SUCCESS**
- 4. CONSIDER YOUR STRUCTURE**
- 5. MAKE IT RELATABLE**
- 6. MAKE IT MEASURABLE**

What Is A Vision?



Your vision statement describes exactly where you aspire to be once you have achieved your Mission.

It specifies the impact in a broader sense (eg in community or the world) as a result of the Mission.

Why would you have a Vision?



Your Vision keeps you connected to the bigger picture - it's the motivation for your WHY.

It creates engagement and makes it easier for people to understand your mission.

It keeps people motivated when times are tough

1. PROJECT TO THE FUTURE



Think ahead to a time when your entity is dominating!

Your community is thriving

The dream you dream today is realised

Think BIG

2. DETERMINE YOUR PURPOSE



You need to consider your objective, advantage and scope. Consider the following questions.

- Objective - why do we exist
- Advantage - how do we do things differently
- Scope - what should or shouldn't we do to achieve our objective

3. DESCRIBE SUCCESS



Succinctly describe what success looks like for your entity

4. CONSIDER YOUR STRUCTURE



Consider your structure and form eg
not for profit, community
group, family, team etc

5. MAKE IT RELATABLE



Consider referencing an organisation or community that your market/team would recognise

Eg to be the Airbnb of knowledge sharing

We will grow to be as big as Nike

We'll be as recognised as Uluru

6. MAKE IT MEASURABLE



Make sure it's tangible, attainable and real

Great Vision Examples



Below are some vision statements from well-known companies to give you a sense of how a vision represents a brand.

Wikimedia: Imagine a world in which every single human being can freely share in the sum of all knowledge. That's our commitment.

Alzheimer's Association: A world without Alzheimer's disease.

Teach for America: One day, all children in this nation will have the opportunity to attain an excellent education.

Creative Commons: Realizing the full potential of the internet -- universal access to research and education, full participation in culture -- to drive a new era of development, growth, and productivity.

Microsoft (at its founding): A computer on every desk and in every home.

Australia Department of Health: Better health and wellbeing for all Australians, now and for future generations.

Now Your Turn



GET WRITING!

And remember - you can constantly come back and refine this!

Inspiration for this training came from

<https://www.clearpointstrategy.com/how-to-write-a-vision-statement-why-that-isnt-enough/>

<https://blog.hubspot.com/marketing/inspiring-company-mission-statements>

If We Can Help... we'd like to!



REACH OUT!

If you'd like support to further develop your vision please reach out to us

www.bowabirds.com

or join our FREE community of practice to gain access to resources, network support and inspiration for your community first work.

Perhaps you could share your VISION with the community and get immediate feedback! They are a helpful group of like-minded people.

community.bowabirds.com

May your bowa be blessed