

Creating the Vision & Establishing Goals

Objectives

- ✓ To define visioning
- ✓ To distinguish the difference between visioning and planning
- ✓ To write a personal vision statement
- ✓ To write personal goal statements

Advance Preparation

- ✓ Review the provided materials (typically two hours of preparation)

Materials needed

- ✓ Projection Device
- ✓ The enclosed Power Point Presentation
- ✓ Writing Instruments
- ✓ Copies of Worksheets (Attachments 2-4)

Time needed

- ✓ 40 minutes

Background

Having a vision is one of the most powerful components of leadership. All great leaders have visions of what they want to see in the future. Martin Luther King, Jr's "I have a Dream" speech was a vision of the future. John F. Kennedy wanted to place a man on the moon by the end of the 60's. The list is endless.

The key is not only to have a vision, but to take the appropriate steps of writing them down to have a blueprint in place. Having your vision in place will help you decide where you are and where you want to go.

At the beginning, it is also important to point out the difference between Strategic Visioning and Strategic Planning.

Strategic Visioning is a proactive plan for the future. It is the future of the individual or community. It starts with (as the name implies) a vision. It includes the objectives of the agency on where we are and where we want to go. It also includes the steps for the vision to hold true. It may also include the timeline in which you want the goals and objectives to be accomplished.

Strategic Planning is the process that provides specific direction and meaning to the day-to-day activities of agency/department. Strategic planning places the strategic vision into motion. It identifies all the steps and timelines to meet the vision. A typical time frame of four years is used in planning. This includes a year to identify and priority issues (while completing programming efforts from the previous plan) and three years to develop, implement, and evaluate programs.

Once the group understands the differences between strategic planning and strategic visioning and they have gone through the visioning exercise, it is time to write specific goal statements.

Each time one has an opportunity to start something, it is important that there is a clear vision. This is done by writing goal statements that match back to the vision. It really does not matter if we are starting with a new job, moving to a new community, or preparing for the SAT's, each time one starts something new they should always have a plan. Having a plan means they are laying out a blue print to achieve success. In order to do this, we must set goals for ourselves to achieve.

This lesson will focus on the big picture of vision and how to write goal statements once one has a vision in place. You can not do one without the other.

Interest Approach

The interest approach for this topic is embedded within the lesson (slides 6-13). It has to do with each individual writing an individual vision statement and goal statements to match-up to the vision statement.

Lesson (one hour)

1. Start with slide 1 by introducing the topic.
2. Read a quote from Mayor Giuliani (slide 2).
3. It is important to define the differences between strategic planning and strategic visioning (slide 3).
4. Introduce what a vision statement is and why it is important to have a vision statement for yourself or community organization (slide 4 & 5).
5. Pass out the four page handout entitled, "Attachment 1 – Brainstorming Your Vision."
6. Then take them through each of the ten statements that are identified in slides 7-9. Explain to them that this is not an easy task to do and it will take a great deal of thought to complete these ten steps. The audience will get frustrated at times, so it is important that you continue to provide positive feedback and tell them that the vision statement is important if you want to be a leader.
7. After they go through the ten steps, ask them to write their vision statement (slide 10) using the last page of the attachment.
8. Once they all write their vision statement, it is important to talk about the difference in writing a personal vision statement and a community vision statement (slide 11). The important thing to remember is that there is no real difference. You are trying to do what is best by thinking about the future. Sometimes, the best way for a group to develop a community vision together is to go through this process individually and evaluate the results as a group to find similarities and differences. In order to more

- effectively plan for a community, it may be best to move to the *strategic planning section* in this curriculum to develop measurable ways to come to a consensus by moving from visioning to strategic planning.
9. Reasons to have goal statements are written in slide 12.
 10. Slide 13 outlines the five magic rules to writing goal statements (Attachment 2).
 11. The next slide (slide 14) discusses that it is important to post your goals in places where you can see them every day.
 12. The last slide summarizes vision and goal statements (slide 15).

Application

1. Ensure that the participants know why it is important to have vision and goals statements.
2. Review the differences between vision and goals statements.
3. Ask them how they can use this lesson in their community.

References

Fritz, S., Brown, F. W., Lunde, J. P., Banset, E. A. (2005). *Interpersonal Skills for Leadership* (2nd ed.). Upper Saddle River, NJ: Prentice Hall.

**ATTACHMENT 1 –
Brainstorming Your Vision**

Step 1.

List three to three to five things that make you happy?

Step 2.

What are three to five things you are committed to in your life?

Step 3.

List three to five things you are doing right now to use your full potential.

Step 4.

Write down your three to five most important roles.

Step 5.

Write down five adjectives that describe your behavior in each of these roles.

ROLE 1: _____

Adjective 1: _____

Adjective 2: _____

Adjective 3: _____

Adjective 4: _____

Adjective 5: _____

ROLE 2: _____

Adjective 1: _____

Adjective 2: _____

Adjective 3: _____

Adjective 4: _____

Adjective 5: _____

ROLE 3: _____

Adjective 1: _____

Adjective 2: _____

Adjective 3: _____

Adjective 4: _____

Adjective 5: _____

ROLE 4: _____

Adjective 1: _____

Adjective 2: _____

Adjective 3: _____

Adjective 4: _____

Adjective 5: _____

ROLE 5: _____

Adjective 1: _____

Adjective 2: _____

Adjective 3: _____

Adjective 4: _____

Adjective 5: _____

Step 6.
List five priority values.

Step 7.
List ten of your strengths.

Step 8.
List three to five things you would like to do to make a difference in the world.

Step 10.
Look at all your answers you gave on the three pages and summarize your five life guiding principles (Values). Examples include: loyalty, responsibility, hard work, faith.

Write Your Vision Statement.

- **Paragraph 1 - on your life guiding principles to define who you are (Step 10).**

- **Paragraph 2 - that introduces your five most important roles (Step 4).**

- **Paragraphs 3–7 – that describes each of these five roles in individual paragraphs using the adjectives you described (Step 4 & Step 5).**

- **Paragraph 8 - should focus on your vision based on how you answered, “What are five things you would like to do to make a difference in the world” (Step 8).**

**ATTACHMENT 2 –
Writing Goal Statements**

Write a goal statement(s).

Read over the five rules to see if your goal passes the rules test.

Five Rules to Writing Goal Statements.

- 1. Make sure the goal is something you really want**
- 2. Always write the goal in a positive manner.**
- 3. Be specific about your goal.**
- 4. Place a time frame on your goal.**
- 5. Make the goal statement measurable.**

CREATING THE VISION EVALUATION

Your help is needed in providing vital feedback on the **SEAL Curriculum** you have just completed. Please take a moment to complete this survey.

For each of the topics listed below, in the **LEFT** column, circle the **ONE** number that best reflects your **LEVEL OF UNDERSTANDING** before the **SEAL Curriculum**. Then, in the **RIGHT** column, circle the **ONE** number that best reflects your **LEVEL OF UNDERSTANDING** after the **SEAL Curriculum**.

LEVEL OF UNDERSTANDING

	Poor 1	Average 2	Good 3	Excellent 4				
Level of Understanding	<i>BEFORE</i> the Program				<i>AFTER</i> the Program			
Understand the term "visioning"	1	2	3	4	1	2	3	4
Understand the difference between visioning and planning	1	2	3	4	1	2	3	4

Intentions. For the following behaviors, check the box that describes what you plan to do as a result of the **Building Connections: Community Leadership Program**.

Behavior Change	Yes	No
Will you write a personal vision or organizational statement?	<input type="checkbox"/>	<input type="checkbox"/>
Will you write a personal goal or organizational statement?	<input type="checkbox"/>	<input type="checkbox"/>

Satisfaction. Check the box for the statement that best describes your thoughts concerning the program.

Satisfaction	Strongly Disagree	Disagree	Agree	Strongly Agree
The subject matter was timely for me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The speakers were effective.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The information was practical to me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can go and use the information I learned today in my organization.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall, this was a very educational program.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What is the most significant thing you will apply (feel free to list more than one)?

Do you feel like what you learned provides you the ability to lead more effectively? (Circle the best answer)

YES

NO

- Please explain your answer or provide an example.

Please provide any additional information on the back.

Thank you very much for your time!!!