

Defining Organizational Vision

A vision is a clear, concise statement that inspires hope for what is possible - what the future could be.

A vision should conjure images of the best-case scenario of fulfilling your mission; what you aspire to be.

Name

Today's Date

Organizational Vision Development Exercise: Make a World

Materials

Creative Materials - ie. paper, markers, sticky notes, clay, pipe cleaners, magazines, index cards, tape, etc.

Part 1 - Setting the Tone

Gather your team and share the purpose of today's exercise; developing a vision for the group. Begin by reviewing the organization's values and mission.

Part 2 - Creative Visioning

Break the team into groups of 3-5, attempting to embed diverse perspectives into each group; consider things like time in the organization, previous experiences, organizational hierarchy, etc. as you develop the groups.

Give the group 15 minutes to reach consensus on a shared vision of the future - understanding that after the initial brainstorming, they will be asked to create a 3D "world" that represents their vision of the future.

Part 3 - Creation

Give the group 20-30 minutes to determine the attributes of their "world" and to create a physical representation of the "world" using the provided art supplies

Part 4 - Summarizing

When time is up, give the group 5 minutes to create a slogan or tagline to summarize their world.

Part 5 - Sharing

Give each group time to share their vision for the future of the organization. Make notes of each group's vision as well as themes of the group.

Part 6 - Word-smithing / Refinement

Based on the results of part 5, assign a small committee of diverse perspectives to develop the vision statement. Seek feedback from the organization regarding the vision - and particularly its connection to organizational values and mission.

Themes that emerged from this activity are: