

WITHOUT A VISION THE PEOPLE WILL PERISH

by
KAZ

Ever since I can remember, someone has talked about a vision. Companies, individuals, athletes, sporting teams and even some of my high school teachers have talked about having a vision.

I remember when I was six years old, my mother asked me what I wanted to do when I was 18 years old. And I told her. Twenty years later, when I graduated with my Ph.D., she asked the same question. And I told her again. Seeing myself in the future was never a problem.

Throughout my entire life, I've always thought that most people knew what their vision was for the future. But I was sadly wrong. It wasn't until I started working in the corporate world as a consultant, that I realized very few individuals had a clear vision for their future and even **fewer** organizations had a clear vision for **their** future.

Thousands of books have been written on **why** vision statements are important, given samples of vision statements from Fortune 500 companies, and even told how they fit into the organizational structure. But few if any have told you how to do it in a few easy steps.

Whether you call it a philosophy statement, mission statement, or vision doesn't really matter. What does matter, is that you have 1-3 sentences that described where your organization is heading in the future. A global view of your company, association, team or organization.

Let's look at some basic factors that are good to know when creating your association vision statement.

1. It should be 1-3 sentences long
2. It's a global view of where your organization is heading for the next **12 months**
3. EVERYONE in the organization should take part in the development of the vision
4. In keeping up with the next few years of change, your process for developing your vision should be fast, fluid, and flexible
5. Your vision should be something that everyone in the organization can understand and **live**
6. Your vision should grow every 12 months – so that you're constantly raising the bar of excellence in your organization

Do the above basic factors differ from what has been generally promoted in the past? You bet. Is it effective? More than you could ever dream. Can it be easy to do? Like breathing. No professional team would ever step on the court, the field, or into an arena who did not have a well thought out game plan. They already know their individual and collective strengths and weaknesses, their competitors strengths and weaknesses and if they're **really** good, everyone on the team will know what they're doing, why they're doing it, and how to really score big!

We'll sit back and watch a team play an incredible game, comment on their skills in the game, see their success and appreciate it and never really apply their winning formula to our business.

Ask yourself, do I know my organization's game plan? Did everyone help with its development? Do I really know what the rules of the game are? Do I know how big of a score we want? If you're ready to play an awesome game and win, it's time for your 21st Century Vision to be developed. It's time for a clear cut, simple to follow, developed by all team members Vision!

For more information on how to create a Vision Statement for your organization by the entire organization, simply visit www.CompetitiveBalance.com.

KAZ is an international speaker, author, consultant and coach who focuses on working with people who want to **BE** more and organizations that want to **DO** more. For a free booklist, more articles or a copy of **KAZ's** speaking topics simply visit www.CompetitiveBalance.com and let us know how we can help you.