



We live in a pretty diverse world, and with that comes a variety of different values and beliefs from various backgrounds. You might find that your organization is very diverse in age, gender, ethnicity and other various characteristics. When you decide to dedicate your time and energy to this organization, you need to find out how to work with your peers and be able to work toward your goals through your vision. A vision statement is not what the organization is currently about but what you hope it to become. It may be what you are already doing or what you as leaders intend to do. However, it is up to you to keep it on track and set standards for the group by setting goals. This allows you to move your organization to a higher level within a given time period.

The vision statement becomes the values that your organization wants to obtain. Your organization's vision statement should not be more than a couple of sentences that clearly outline a specific goal of the organization, while not providing the details of how your goals will be reached. It provides the direction for the organization, while not inhibiting the development of the goals with which you hope to accomplish (Mind Tools, 2009).

### **How to Develop a Vision for Organizations**

- Brainstorming
  - Start your creative thinking process. Do word associations with poetry or brainteasers. Remember no idea is a bad one.
- Make a list
  - Pick out three things that your group is already doing—your main purpose.
- Post them up
  - Post your items on a large sheet of paper and put them up on the wall. Highlight the verbs in yellow and underline the adjectives in red.
- Draft a vision statement
  - Narrow down your lists into one or two sentences to incorporate all your points.
- Review
  - Create a focus group (outside of the leaders working on this project) to review the statement to get honest feedback.
- Incorporate
  - Instill within your organization your vision statement into your group's identity.

(Adapted from wisegeek.com, 2009)