**Developing Vision**

**Participant Guide**

**Goodwill of Central and Northern Arizona**

Welcome to Developing Vision, the final course in your journey through the Foundational Leader Academy.

**Learning Objectives**

Our goals for today are:

* Understand your why
* Discuss the difference between mission and vision
* Develop your team’s vision

**Vision Impact Exercise**

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**Write the number next to the company’s vision statement.**

**Amazon:**

**Ikea:**

**Goodwill:**

**McDonalds:**

**CVS:**

**Harley Davidson:**

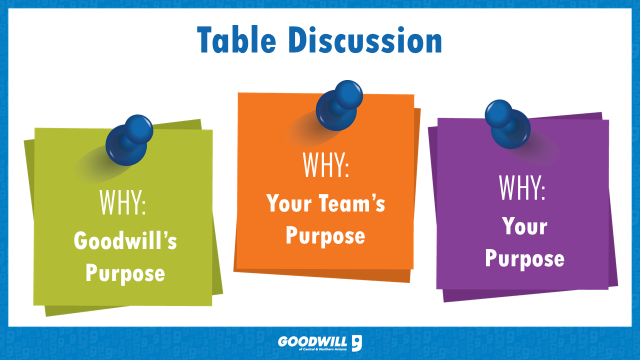
**Disney:**

**Facebook:**

**Google:**

**Harvard:**

**Table Discussion**

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Goodwill:

Your Team:

You: \_\_\_\_\_



Notes:

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**VISION STATEMENT**

A vision statement helps the collaborative group relate to the impact it will have if it succeeds in achieving its potential.

**Vision Statement Examples**

• *“To produce frozen food that tastes as good as mom’s.”*

• *“That all seniors in Arizona have access to quality health care.”*

• *“That Kansas will be the #1 State in which to raise a child in 20 years.”*

**Vision Statements**

• Tell the collaborative group’s “Ideal Hope”—the way it “ought” to be, both:

o for the collaborative group

o for those served

• Attract commitment

• Energize people

• Create meaning in group member’s lives

• Establish a standard of excellence

• Bridge the present and the future

• Show that different collaborative groups and organizations can have the same vision

**VISION STATEMENT EXERCISE**

**Step 1:**

Each person individually take a few minutes to think about the answer to the question listed below. Write that answer down on this sheet:

**“If our success could be guaranteed, what would be the end result of our efforts?”**

**Step 2:**

After writing your answer, discuss your ideal outcomes as a table group.

Please take about 10-15 minutes to do this exercise.

**Step 3:**

Discuss the similarities and differences that your group has. Use the common themes to brainstorm your team’s vision. We will share one vision statement per table with the class.

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