

## VISION/MISSION CASTING

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### I. VISION STATEMENT

A vision is a guiding image of success formed in terms of a contribution to society. A visionary sees reality of the distant future long before it happens, what could be and should be. If a strategic plan is the "blueprint" for an organization's work, then the vision is the "artist's rendering" of the achievement of that plan. It is a description in words that conjures up a similar picture for each member of the group of the destination of the group's work together.

There is one universal rule of planning: You will never be greater than the vision that guides you. No Olympic athlete ever got to the Olympics by mistake; a compelling vision of his or her stellar performance inevitably guides all the sweat and tears for many years. The vision statement should require the person to stretch their expectations, aspirations, and performance. Without that powerful, attractive, valuable vision, why bother?

A vision statement should be realistic and credible, well articulated and easily understood, appropriate, ambitious, and responsive to change. It should orient your energies and serve as a guide to action. It should be consistent with your values. In short, a vision should challenge and inspire you to achieve your mission.

### II. MISSION STATEMENT:

A mission statement is a short-term version of your vision statement. A missionary goes to a specific place for a specific period of time. Astronauts conduct space missions for specific purposes and specific periods on time. One cannot successfully script a mission statement without having a clear view of the vision down the road. If you were to ask 10 people to define the mission/vision process you would likely get 10 different responses. Think about this, if you want your process to be man-centered; define mission first, then vision. On the other hand, if you want it to be God-centered, define vision first and then mission. Either way, know this: you will be in the top 5% of the population of those who simply have a mission or vision statement. Here are some guiding strategies:

- Should be easily understood by a 12 year old
- You should be able to recite it at gunpoint
- Can be transferred into individual actions
- Has motivating energy toward your specific goals
- Is accurate and succinct

### II. COMMIT TO WRITING:

Imagine lying in your deathbed at 85 years of age, thinking back over your life...what do you wish you had done that you had not done? What did you do a little of, but wish you had done much more? You can also reverse your reasoning and ask, "What things did I do, that I wish I had not done?" or, done much less of (habits, work, TV, etc.) Write your Mission and Vision statements:

**VISION:** (EXAMPLE - [FROM THE 1950'S] EXPLORE THE GALAXY FRONTIER IN SPACE BEFORE THE TURN OF THE CENTURY. OR, [CURRENT DAY] BECOME THE LEADER IN RESIDENTIAL HOME BUILDING WITHIN THE SOUTHEASTERN U.S BY 2020)

**MISSION:** (EXAMPLE: PUT A MAN ON THE MOON BY 1963. OR, [CURRENT DAY] DEVELOP A CITYWIDE WORLD CLASS HOME BUILDING ORGANIZATION WITH ZERO DEBT).