

# 20 VISION STATEMENT FOR GUIDANCE



1h 30m



PLENUM AND  
SMALL GROUPS

## DESCRIPTION

Like a compass, a vision statement guides an organization, giving direction and orientation to the organization's team and partners. It's a source of inspiration, motivation, and the ultimate end goal of all the organization's work and activities.

What kind of future do you imagine for your organization and your society?



## PREPARATION

Review the organization's existing vision statements/long-term objectives.

**Review Background Paper:**

Visions and Mission (20)



## MATERIALS

- Flip Chart
- Markers
- Moderation Cards



## TOOLS

None



GROUNDWORK



VISION AND MISSION

- STEP 1 INDIVIDUALLY:** Find a comfortable place and write down your dreams for the next 3-5 years regarding... yourself/your organization/society. **[10 MIN]**  
Guiding questions:
- Yourself: What are you most passionate about in your work? How would you like to work in the future? What would you like to contribute?
  - Your organization: What do you love about your organization? What is it that fascinates you about other organizations? How do you want your team to collaborate in the future? How will you impact the world?
  - Society: What change would you like to see in the world? What are some real life examples of a utopia?
- STEP 2 IN SMALL GROUPS:** Share your dreams and create a joint creative visualization (sketch, collage, picture, story, statues etc.). **[30 MIN]**
- STEP 3 IN PLENUM:** Share the presentations and immediate personal responses: What is your emotional reaction to this? Try not to assess or judge visualizations created in the small groups. **[30 MIN]**
- STEP 4 IN PLENUM:** Discuss what the commonalities and differences are in the presentations. How do they relate to the world as it is today? **[20 MIN]**



## FOLLOW UP

Designate an editorial group to craft a vision statement that can be presented, discussed, and refined at later meeting.

## VARIATIONS:

- If you want to base your approach on the core strengths and positives attributes of the organization, you can start with a discovery phase before the dreaming phase. In plenum: Pass around a talking stick and ask everyone to name one positive peak experience at work. In this way, the organization's positive heart is developed, and the vision statement contains all of the forces of the organization when it is at its best. This is called the Appreciative Inquiry Approach. **[10 MIN]**
- Possible addition to the end. In plenum: Think about what inspires you to commit your energy to these dreams. What kind of structures, values, strategies, and working culture would be ideal? **[20 MIN]**

Appreciative Inquiry Approach: <https://appreciativeinquiry.case.edu>  
Dragon dreaming, Project design. Source: [http://www.dragondreaming.org/wp-content/uploads/DragonDreaming\\_eBook\\_multilingual\\_V02.06.pdf](http://www.dragondreaming.org/wp-content/uploads/DragonDreaming_eBook_multilingual_V02.06.pdf).