



Developing a Vision

By "vision" we mean a shared picture of the future a project or enterprise seeks to create - what a project or enterprise believes it can accomplish. As people create together a clear and compelling picture of the future, they become committed to helping this future occur. This clear sense of purpose and direction guides people in making everyday choices about which opportunities they will pursue and which they will not. A shared vision also builds a strong team.

An appropriate vision is:

- **INSPIRING**

It excites people's imagination

- **CLEAR AND CHALLENGING**

It sets high but realistic goals

- **ENDURING BUT NOT RIGID**

It will stand up to scrutiny but does not restrict the enterprise

- **FOCUSING**

It marks a point in the future

- **GIVES DIRECTION**

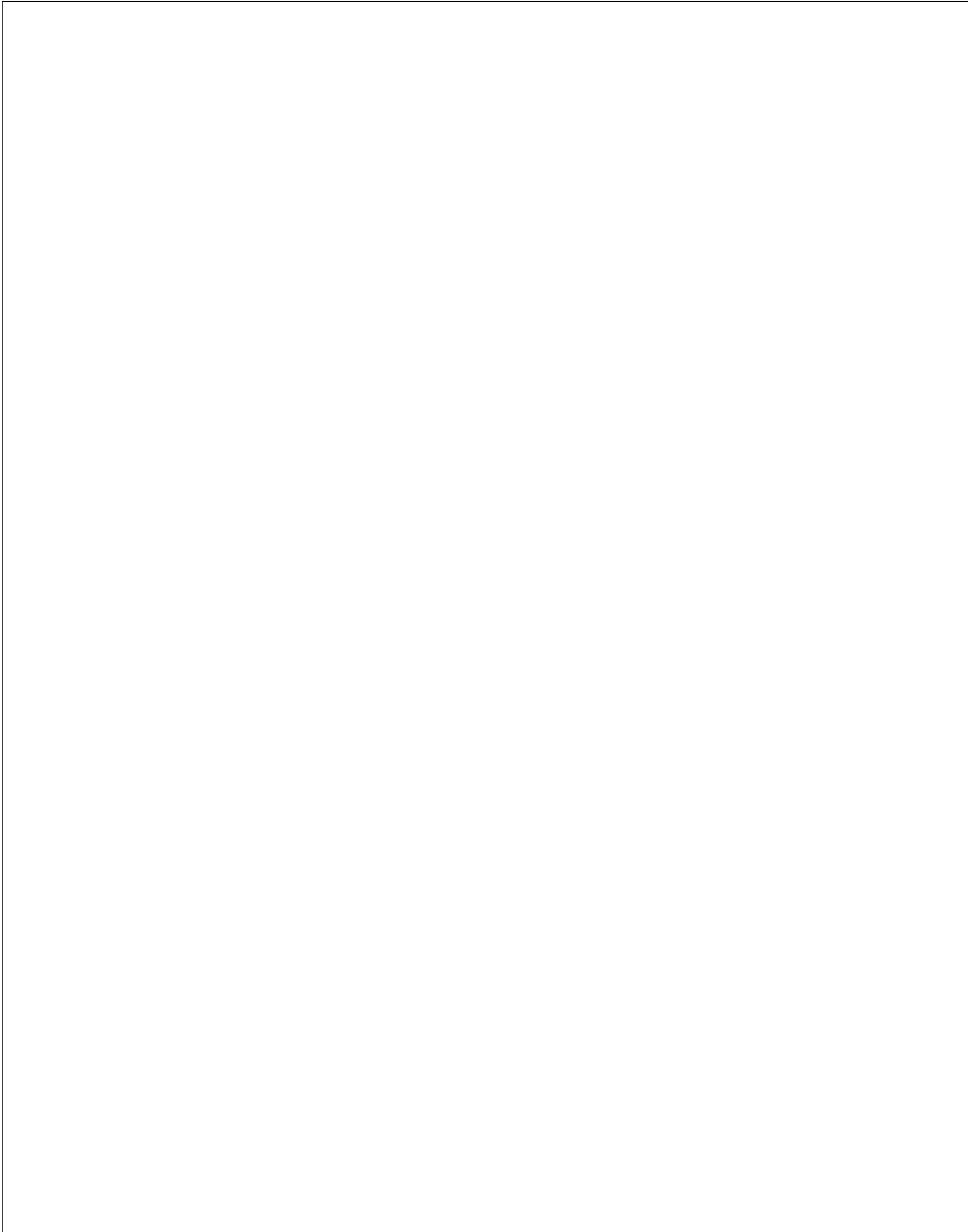
It establishes guidelines not rules, giving people freedom but direction.

- **FUTURE ORIENTATED, HONOURING THE PAST**

It takes the best from the past and describes a future worth aiming for.

Learning Activity

- 1) Think about your project/enterprise idea and think where you would like to be at some point in the future, say one year from now. Write down as much as you can about what you see.

A large, empty rectangular box with a thin black border, intended for students to write their responses to the first question. The box occupies most of the page's vertical space.

- 2) Discuss as a group what the main elements of your visions for the future are.