

## THE WHY

Establishing a vision is vital in determining our direction forward whether personally or professionally. Without a clear vision, an organization is susceptible to confusion about its purpose and where to spend their impactful time. I put this together to help us think through and write our organization's vision, and to help us communicate our vision to our team and community.

A clear vision will act as a guiding force behind all aspects of CLFLED. A clear vision will help us make better decisions about today as well as enroll our partners, employees, board members and community in what we are working towards for the future. Don't let confusion; poor communication and misaligned perspective derail our organizations success. Setting a clear focus helps to align all aspects of your organization and ultimately helps to position us on the path to sustainability and impact.

## THE WHAT

The Vision Planning Toolkit is a set of exercises divided across three sections that will help you capture your idea of the organization's vision. Additionally, this Toolkit will help you think through the best ways to communicate our vision to others.

Section I of the Worksheet starts with writing your perspective vision. By thinking through or imagining what the future might look like, this exercise helps you to hone in on your desired impact and the essential components of the organization.

Section II of the Worksheet is your vision for your company. This section provides you with guided questions to help articulate your company's vision. Additionally, this section provides you with example vision statements of well-established companies and a section for you to craft your organization's vision.

Section III of the Worksheet is an exercise in identifying how to communicate this vision to your team considering the buy-in needed for each role in your company and noting the context options for communicating this vision.

## THE HOW

The purpose of this section is to walk you through how to use this Toolkit and apply these exercises immediately.

### Step 1: Start with Section I: Your Personal Vision

- Note the questions and answer each one fully. What do you want the future to look like for you? What might your day look like in the future?

### Step 2: Complete Section I by providing answers to those questions.

- It is important that you take this exercise seriously and write out your vision for the future and write out your current day-to-day. How much do your vision and day-to-day align? Where does it differ? How do you feel about this difference?

### Step 3: After completing Section I, ask yourself – “What did I notice from doing this exercise?”

- Are you currently aligned with your personal vision? What needs to change to align today’s reality with your vision? What small step can you take to align today’s reality with your vision?

### Step 4: Complete Section II: Vision for Your Company

- This section gives key questions to consider as you practice writing your own company’s vision. Think about what you want your business to accomplish? Is this vision bold, larger than life? Challenge yourself to think about your company’s long-term impact on society – how do you want your company to impact change?

### Step 5: Complete Section III: Communicating Your Vision to Your Team

- This section helps you to think through the best way to communicate your vision by addressing the concerns of each of your team members and their roles. Think about your vision as you understand and think through each role on your team and the concerns each person in this role might have with the company’s vision.

How can you communicate the vision to your team as it relates to their day-to-day roles and responsibilities?