

**CREATING YOUR**

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**VISION**

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Let SBrand help you fill in the blanks.

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**A Guide to Brainstorming & Creating  
a Vision for your Organization**

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HELPING YOU FILL IN THE BLANKS

## HOW TO USE THIS GUIDE

This is a working guide — we hope you will fill in the blanks and do the exercises as you read it. A vision will lead the way for your agency, and this Guide can help you create one! The Guide is for you to use and review, then bring to a meeting and set aside time to work as a team on your vision. It's important - plan on at least 90 minutes to set your vision for future!

## ✓ WHY IS A VISION IMPORTANT?

### A VISION CAPTURES YOUR FUTURE

A vision inspires and encourages involvement, and it can help you focus on what is really important. As you try to decide whether to move in a certain direction or take on a new project, your vision can guide the way.

## ABOUT COMMUNITY INVOLVEMENT

While many organizations develop their Vision Statements internally, It's worth a discussion about involving your community or clients. Public meetings, surveys, one on one conversations, and phone calls are all easy ways to get ideas and feedback!

**"The impact of your vision, while quiet and ever present will be astounding over time as it becomes a reality."**

**- Steve Shallenberger**

# Sheryl Trent



With over 28 years of local government (cities and counties) experience, Sheryl Trent is one of fewer than 45 Certified Master Facilitators in the world. Her real life experience which includes managing strategic plans, comprehensive plans, massive capital projects, economic development agencies, Urban Renewal Authorities; as well as her non profit board experience gives her a unique understanding of the

needs of her clients. She designed SBrand Consulting to “help fill in the blanks” for her clients: local governments, special districts, nonprofits and other agencies. She and her team of experts travel across the country designing a customized process grounded in proven methodologies to create strategic, sustainable success.



HELPING YOU FILL IN THE BLANKS

## READY TO PLAN?

# FREE CONSULTATION

### FREE ONE-ON-ONE CONSULTATION WITH SHERYL

We appreciate the time and interest that you have committed to our presentation. To show our appreciation please call to set-up a FREE consultation. Personalized consultations include project estimate, time-line and a map of deliverable objectives.

EMAIL SHERYL TODAY: [sheryl@sbrandsolutions.com](mailto:sheryl@sbrandsolutions.com)





## **WHAT IS A VISION STATEMENT?**

A VISION STATEMENT IS YOUR DREAM OF THE FUTURE. It's a clear vision that inspires long term change. The vision leads your organization - it Guides your Goals, Projects, Transformational Strategies and Work Plans.

### **VISION STATEMENT ARE: THEY:**

- Clear and simple
- Inspiring and uplifting
- Broad
- Built to last
- Avoid elaborate language and buzz words
- Are easily explained by any staff of Board member (can fit on a T-shirt)
- Are not be confused with a Mission Statement
- Motivate people to volunteer and contribute resources
- Give hope for the future

### **HELPFUL HINT:**

A vision statement is a "perfect future" if everything worked out exactly as you had planned. It's not WHAT you do (that's a Mission Statement.)

### **EXAMPLE VISION STATEMENTS**

Every great organization has a vision, and there are some great examples out there. To get you thinking about a Vision Statement, here are some:

**NO CHILD IN OUR CITY WILL GO TO BED HUNGRY IN THE EVENING.**

**ONE DAY EVERY PERSON WILL DISCOVER HIS/HER POWER TO MAKE A DIFFERENCE.**

**TO BE THE WORLDS MOST CUSTOMER-CENTRIC COMPANY.**

**WE ARE THE NUMBER ONE SMALL TOWN BUS TOURING COMPANY PROVIDING THE MOST ENJOYABLE TOUR ROUTES ALONG BACK COUNTY ROADS.**

## **EXERCISE:**

Pick three organizations you admire. Look them up online and list their Vision Statement. Notice they may be one sentence or as long as a three or four sentences:

ORGANIZATION NAME	VISION
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## **☑️ READY TO DREAM? CREATE A VISION!!**

### **EXERCISE:**

Answer these three question about your organization (you can use short words or phrases or write it out as a sentence, whatever works):

**WHAT IS YOUR DREAM?**

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**GIVE SPECIFIC EXAMPLES OF WHAT SUCCESS WOULD LOOK LIKE:**

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**IF YOU COULD WAVE A MAGIC WAND, WHAT IS A PERFECT DESCRIPTION OF WHAT YOU HAVE ACCOMPLISHED?**

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**HELPFUL HINT:**

Don't worry about being practical right now!

Now, list your top 6 words or themes that rise to the top for you.  
These will become your priorities!

One final piece: you need to define what your priorities mean. So take your most important priorities and explain them as if you were talking to someone you just met.

**PRIORITY**

**DEFINITION**



## WHEN YOU MEET AS A TEAM

Hopefully all the members of your team (Board and staff) have used this guide and done the exercises. Now, it's time to create your shared team Vision Statement. BRING THIS GUIDEBOOK to the meeting! Note: you may want to invite a wider group to this meeting: customer input is not only helpful but very important. Plan on at least 90 minutes.

### Proposed Agenda

**INTRODUCTIONS AND QUICK SHARING OF INFORMATION**  
(why you are here, something about you that would surprise everyone)

- 30 SECONDS EACH

GROUP EXERCISE - 30 MINUTES

PRIORITIZE - 5 MINUTES

COMMUNITY INVOLVEMENT CHECK - 10 MINUTES

DRAFT VISION STATEMENT - 30 MINUTES

BRAINSTORM IMPLEMENTATION - 5 MINUTES

ACTION STEPS - 5 MINUTES

### Meeting Supplies

• Pens • Large sticky notes • Markers for white board • Flip Charts • Colored dots

## WHEN YOU MEET AS A TEAM



**INTRODUCTIONS:** Keep it short and interesting. Have Fun!



**GROUP WORK:** Divide into four or five groups (count off from 1 - 4 around the room). Take your guidebook with you as you sit with the other members of your group, and spend 10 minutes talking about the answers to the questions, and your priorities. Your group goal is to agree on the top 4 priorities for the organization (maybe it's 5, maybe it's 3). Have someone from the group take notes (one priority to a sticky note, write with marker and write LARGE) and another person volunteer to report out. At the end of 10 minutes each group reports out for 3 minutes on their top priorities and why they are so important. Anyone can ask questions. As your group reports out, those priority sticky notes go on the flip chart in the front of the room.



## TEAM MEETING INSTRUCTIONS CONTINUED

- ✔ **PRIORITIZE:** Vote on the top 4 priorities! Everyone will take 4 sticky dots and put one on what you think should be the most important priorities of your Main Street Team.
- ✔ **CONSENSUS:** Make sure the group reaches consensus on your priorities. Everyone gets a chance to lobby for their favorite! There is no right or wrong number of priorities, so if you want three or six make it happen!
- ✔ **COMMUNITY INVOLVEMENT CHECK:** Now is a great time to ask when and how you want to involve your community. Surveys? Public meetings? Social media? Do you want them to comment on your priorities before you craft a statement? Or just give you feedback on a draft Vision Statement?
- ✔ **DRAFT A VISION STATEMENT:** Please remember that it often takes two or three times (over several months) to reach a really great Vision Statement. Don't get stressed or frustrated. Just accept it as "good for right now" and move on! Have a volunteer who has good handwriting us a flip chart. (Have the priorities and definitions posted on the wall). Start brainstorming sentences that have your priorities in them and set an inspiring tone for the future. Try, "Our organization is...."
- ✔ **IMPLEMENTATION:** Now that you have a Vision, how will you communicate it? In what ways will you use the Vision Statement? Have one person write on the large flip charts, shout out ideas in a brainstorming fashion.
- ✔ **ACTION STEPS:** None of this will help unless you actually DO something with your implementation ideas. Be specific: who in the room is going to do what, and by when?  
Celebrate!: Now give yourselves a round of applause. Nice Work!

## HOW TO COMMUNICATE AND IMPLEMENT VISION

Congratulations! You've created a vision that will guide you as you make decisions, energize your team, and inspire others, Now.... how do you actually USE your vision as an organization?

**ADD IT TO THE WEBSITE**

**HAVE A COMMUNITY MEETING**

**INSERT THE VISION INTO ALL YOUR MARKETING MATERIALS**

**CREATE A LARGE POSTER FOR OFFICE USE**

### EXERCISE:

List three important ways you will communicate your vision:

- 1.
- 2.
- 3.



# WHAT WE DO

RESULTS BASED STRATEGIC  
PLANNING

BOARD AND TEAM DEVELOPMENT

CONSENSUS

FOCUSED

FACILITATION

COMMUNITY AND STAKEHOLDER  
ENGAGEMENT

HELPING YOU FILL IN THE BLANKS

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