



5-MINUTE VISION PLAN

Our mission is what we do, such as “we play baseball.”

A vision is “we are going to the World Series.”

Leaders need to create a vision that gives people purpose and direction, and coalesces them around a goal bigger than themselves.

Before establishing the vision, we need to know our mission.

What do we actually do?

Who do we serve now?

Think about the Really Big Picture to create the vision.

With a clearly understood mission, we can move into creating the vision.

Strategic thinking considers the big picture, potential changes, and every possible variable.

Who will we serve in the future?

In 5 years?

In 10 years?

In 20 years?

What major changes will we see in the future?

1. _____
2. _____
3. _____

How will these changes affect our purpose?

1. _____
2. _____
3. _____

What legacy do we want to leave? What do we want to be known for?

If there were no constraints, what would we do?

What is our vision?
