

# Visioning for the Future

Region 15 Leadership Day:  
Values. Visioning and Strategic Planning

# Developing Core Values = Sets the Culture



- Brainstorm Values
- Group & Eliminate Redundancies
- Distill Core Elements
- Draft a Statement about Each Major Core Value
- Review & Finalize
- Communicate, then Model the Core Values



# CORE VALUES

...guide & ground you  
...represent who you  
are (or want to be) at  
your very best  
...be defined

What value am I using  
to guide this decision?  
Talk about them in  
meetings  
Model core values in  
interactions



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## Visioning the Future

- **Definition**: Imagining or Seeing the Future as if it were true. Description of the desired future state of the organization (based on your values).
- **Elements of a Vision Statement**: Forward thinking, Motivating, Inspirational; Reflective of Core Values and Desired Culture
- **Purpose**: Provides purpose to your strategic goal setting and planning. It provides the end goal of your planning and activity.

# Mission Statement / Vision Statement

**Mission Statement:** Deals with the “why” your organization exists; what the organization is doing in the present

**Vision Statement:** Outlines “what” that existence eventually looks like; focuses on the future; ***what we aspire to be***. It is specific and provides an end goal that only your organization can provide. Best when it is **short, simple, memorable and clear**.

# Examples of Great Vision Statements

- **Disney** - “to make people happy”
- **Google** - “to provide access to the world’s information in one click”
- **Nike** - “to bring inspiration and innovation to every athlete in the world”



# Visioning Question to Consider:

- *What do we/I really want to see, feel and hear happening in our chorus in the next 3 to 5 years?*

*(Take 5 minutes to write down everything that comes to you (don't judge it))*

# VISION

- Star your best 3-5 ideas
- Share them with the group
- Write them down for all to see
- Find common themes
- Create a Vision statement that incorporates many of these common themes.





# A Chorus Example

## Mission Statement

“At chorus of Sweet Adelines International inspiring singers through musical excellence, creative performance and supportive community.”

## Vision Statement

“Expanding the possibilities of barbershop harmony”



# Strategic Planning from your Vision



1. Determine Position - SWOT; Member Survey
2. Develop Strategy - Mission; Values; Vision; 3 year plan and 3 yr. Financial projections
3. Build Plan - Determine Priorities; Goals; Set Key Performance Indicators
4. Manage the Project - Action Plans (rollout; calendar; personnel)

# ELEMENTS OF EFFECTIVE STRATEGIC PLANNING



# Action Plans!

The infographic consists of five horizontal bars, each representing a criterion of the SMART goal-setting framework. Each bar has a large letter on the left, a title in the middle, a brief explanation on the right, and a small icon.

- S Specific:** Make your goals specific and narrow for more effective planning. Icon: A target symbol.
- M Measureable:** Define what evidence will prove you're making progress and how/when necessary. Icon: A bar chart.
- A Attainable:** Make sure you can reasonably accomplish your goal within a certain timeframe. Icon: A mountain range.
- R Relevant:** Your goals should align with your values and long-term objectives. Icon: Two overlapping circles.
- T Time-based:** Set a realistic, ambitious end-date for your goals to create motivation. Icon: The Indeed logo.

## ACTION PLAN

Room: \_\_\_\_\_ Time Period: \_\_\_\_\_

OBJECTIVES (List of Goals)	TASKS (what you need to do to achieve the goals)	SUCCESS CRITERIA (how you will identify your success)	TIME FRAME (by when you need to complete the tasks)	RESOURCES (what or who can help you complete tasks)



**LET'S GET  
STARTED**

