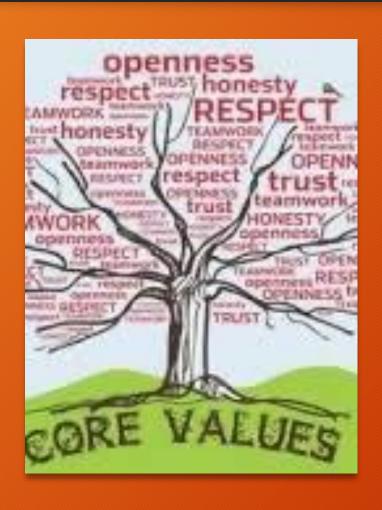
Visioning for the Future

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



...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





- 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"
- Mike "to bring inspiration and innovation to every athlete in the world"



Visioning Question to Consider:

• What to 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)



- 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 incorportates 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"



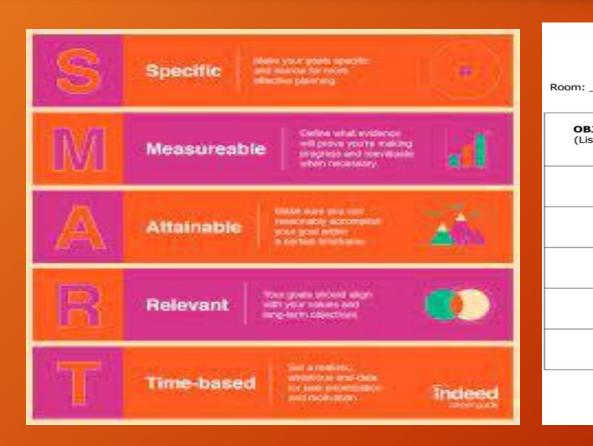
Strategic Planning from your Vision



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



Action Plans!



ACTION PLAN

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)



