



The 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 to give people purpose, direction, and coalesce them around a bigger goal than themselves.

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

What do we actually do?

Who do we serve now?

With a clearly understood mission, we can move into thinking about the Really Big Picture to create the vision. Strategic thinking considers changes when everything is a variable.

What major changes will we see in the future?

1.

2.

3.

How will these changes affect our purpose?

1.

2.

3.

Who will we serve in the future?

In 5 years?

In 10 years?

In 20 years?

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

If there were no constraints, what would we do?

What is our vision?
