

# The Strategic Visioning Process

*“The best way to predict the future is to invent it.” Alan Kay, scientist, inventor*

A Strategic Vision is a description of an organization’s preferred future state. It is a blueprint for the organization’s future, and a recognition of the values, purpose and mission that will guide the organization toward the intended results. Our process has six steps that build upon each other.

## Step One - Scanning the Current Situation

This step involves looking beyond the organization to your customers, suppliers and industry trends. The process asks hard question about where you are currently, is it where you should be - why are you doing what you are doing, the way you are doing it? It is a preliminary step before building the strategic vision.

## Step Two - Clarifying the Values: (The What)

Values are the principles, the standards, the actions that people in an organization represent, which they consider inherently worthwhile and of the utmost importance. They include: achievement, family, health, excellence, personal growth, team development and how groups and organizations conduct their business and about what is most important to the organization. These values serve as a foundation for the building process that follows and a **Value Statement**.

## Step Three - Purpose Statement (The Why)

Using your values from Step Two as a foundation and the clarity derived from the first step, the group will define a Statement of Purpose - the why of your existence. What would happen if your organization suddenly disappeared? Why do you do what you do? To answer these questions, every organization defines their reason for being and how they are making a difference.

*“Our purpose is to improve the quality of life through innovative human therapeutics.”*

*(Celtrix Labs)*

## Step Four - Mission Statement (The How)

This is the way you will achieve your purpose - the how. Good mission statements take a great deal of work to achieve clarity, consensus and simplicity. Every member of any organization should know, by heart, the mission statement of their company.

*“Our mission is, before the end of this decade, is to land a man on the moon and bring him home safely to earth.” (NASA - 1961)*

## Step Five - Visioning

Visioning is picturing excellence - what the person, team or organization wants to create in its best possible future. It is an evocative description of what is possible. A vision is not impractical, but a way of setting a compelling scenario. Creating this image of the future requires the ability to expand one’s sense of possibilities and then focus on what new initiatives can lead to success.

## Step Six - Implementation

The Implementation stage includes the strategy, plans, procedures and key actions that will put all of the above into action and bring the strategic vision into reality - a six-month process.

Typically, this work is done in an off-site location for 2 days where participants can focus, without distractions, for achieving this foundational work.

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