

# NonProfit STRATEGY

## Creating a Vision

Creating a big, bold vision is one of the first steps in building a Strategic Plan! Nonprofits are trying to solve big problems in society, and they can't do that with simply a 'status-quo' vision.

OK, let's get ready by putting yourself in that 'strategic thinker' state of mind. Think about your organization – it's meaning to you, its possibilities and its commitments to serve.

- Close anything distracting such as your phone or email, maybe prepare a cup of tea, and take a deep breath. Allow yourself to imagine the highest and best for your organization, then begin answering the questions below.

- To get some inspiration, follow this link to an article from Inc Magazine about creating a vision statement. Theirs is long, so don't be put off, a great vision can be as simple as a sentence or two.

- <http://www.inc.com/magazine/20110201/creating-a-company-vision.html>



To get the most from this worksheet, invite your executive team and board to participate in this vital process for creating a bold new vision for your organization. If you're a small business or solopreneur, use the same process, inviting colleagues or advisors to participate if they have intimate knowledge of your organization.

Answer these important questions to spark your efforts at a bigger, more innovative vision.

1. What is the biggest possible version you can imagine for your organization? For example, "Hope for All is **the** thought leader in the fields of poverty and homelessness. We see our city reaching out with open arms to all in need."

2. One day, (your cause/business) \_\_\_\_\_ will be \_\_\_\_\_. E.g.: One day domestic violence will be eradicated. Fill in the blanks.

3. What was your organizations last vision statement? Was it achieved, changed or allowed to die? What did you learn from creating and living that vision?

4. What is one idea you've had for your organization that you've hoped to implement but haven't felt ready for or were afraid to try? For example, invest in new technology and software to gather the data needed to attract more and larger donors.

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*True Story:  
A domestic violence prevention nonprofit set a vision to put themselves out of business. In other words – there would be no need for this agency as DV would no longer exist. Now, that's a BIG vision!*

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If you'd like more help Creating Your Vision, email me! The first 15-minutes is on me!

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