Creating a Vision for What Matters Most: Organizational Edition

A Guide for Clarity, Alignment, and Shared Purpose

Creating a clear, meaningful vision is one of the first steps in shaping the future of your organization.

To get into the right frame of mind, prepare by:

Get inspired.
Inc. Magazine wrote an insightful article about visioning. Here are a few points to keep in mind as you move through this process:

- A vision is simply a picture of what future success looks and feels like.
- A great vision inspires people. It reconnects teams to purpose and possibility.
- A vision is *not* a strategic plan. The vision shows where you're headed; the plan outlines how you'll get there.
- A clear vision helps you quickly recognize what aligns with your priorities — and what doesn't. If the full article is behind a paywall, email Ann@AnnRanson.com and I'll send you a copy.

Get centered.

Close anything distracting, take a deep breath, and allow yourself to imagine the highest and best **for your organization**. Let your answers come from a place of clarity, curiosity, and shared purpose.

Here are 6 important questions to help you create a bold, grounded organizational vision.

1. What is the most expansive version of your organization you can imagine?
For example: "Hope for All is a respected leader in addressing poverty and homelessness. Our community reaches out with compassion, connection, and meaningful support."

True Story:
A domestic violence prevention nonprofit once set a vision to "put themselves out of business." In other words, for a world where domestic violence no longer exists. Now that's a bold vision — and it shaped every decision they made.

2. What strengths, assets, or capacities within your organization are underutilized – and ready to be expressed more fully?

3. Think of an organization that created impact, innovation, or change that inspires you. What about their journey sparks possibility for your own?

4. Complete this sentence: One day, our organization will…

(For example: "One day, domestic violence will be eradicated – and we will have played a meaningful role in that outcome.")

5. What was your organization's last vision statement? Was it achieved, changed or set aside? What did you learn from creating and living that vision?

6. What is one idea you've held for your organization that hasn't yet been implemented – perhaps because the timing wasn't right, or it felt too bold at the time?

(Examples: adopting new technology, launching a major community initiative, expanding services, or partnering differently.)

True Story:
A women's leadership organization envisioned a future where gender equity — in pay and representation — was the norm. Current estimates said it would take over 100 years. Their 10-year vision challenged expectations and galvanized action. Big, bold thinking created new momentum for change.

Want to take your organizational vision to the next level?

Imagine what could open up if you invited your leadership team to explore these questions together – giving them space for reflection, creativity, and possibility.

Consider sharing this worksheet and letting them complete it individually before coming together to discuss what emerges.

This process is often the first step in the strategic and alignment work I do with clients.

If you're ready to create a powerful, aligned vision and a practical plan to support it, email me to set a time to talk.

Thanks,

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