

Ch1 | *Vivid Vision*

Things to Think About and Discuss

It is important to take time and give the following questions some serious thought. Be very honest with yourself and think your answers through in detail. You might also find it valuable to gather several people from your organization to discuss these questions as a group, exploring how each of you might answer the same questions differently. These opposing points of view and alternative ideas are critical to developing quality answers.

- 1.** What is the mission of our organization? Why do we exist? What is the noble purpose we are fulfilling?
- 2.** Who in society would suffer, other than our employees, if our organization ceased to exist?
- 3.** What is the vision for our organization? What are we trying to build? Where would we like to see this company 5, 10, 20 years into the future?
- 4.** What are the core values of our organization? What are our most deeply held beliefs about the way we want to behave in his organization?
- 5.** What are our rules about excellence, teamwork, quality, customer focus, professionalism, communication, accountability, corporate culture, and corporate responsibility?
- 6.** How do we want our organization to be viewed from the outside? What words would we like our customers to use when describing our company? What feelings and emotions would we like our various stakeholders to have about our company?
- 7.** What sort of a legacy do we want to leave in the communities where we work?