



NATIONAL
CHARTER SCHOOL
RESOURCE CENTER

How Do We Drive Impact?

Rules & Tips for Writing Powerful Visions

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Rules & Tips for Writing Powerful Visions

Participant Rules

- 1) Explore - Remain open and prioritize the big picture.¹ The vision is about the why, not the how, we are going to do something.
- 2) Bold - Be adventurous and speak out¹ even if you have what might be a crazy idea.
- 3) Test Assumptions - Seek counsel and explore implications.¹ Getting others' input will help you refine the vision and build a great level of buy in.

Vision Rules

- 1) Inspiring² - The vision must inspire and paint a positive picture of the future.
- 2) Strategically Sound² - The vision should be challenging in fact you should not know exactly how you will achieve it but it must be realistic. If people feel like it is a pipe dream it will not serve as your shared "North Star."
- 3) Documented² - By documenting the vision you have something to refer to which can create less issues around "I thought you said xzy".

Tips for Creating Visions³

- 1) Pick a topic
- 2) Pick your timeframe
- 3) Develop a list of "Prouds" (These are your positive achievements as it relates to the topic. You might include specific contributions that you or your colleagues have made toward past successes, or skills, techniques, and resources that could be asset in achieving your vision.)
- 4) Write a first draft
 - a. Put something wild out there. Get past the 59 reasons why it won't work.
 - b. Put down what pours out, not what other people want to see.
 - c. Write as if your vision has already happened.
 - d. Keep writing for 15 mins regardless of how silly you sound.
 - e. Build your passions into what you write.

¹ Excerpt from DiSC Work of Leaders assessment <https://www.everythingdisc.com/Solutions/Work-of-Leaders.aspx>

² Title words from *The Bottom Line Change* – author: Ari Weinzweig, copyright 2016, Zingerman's Press

³ Excerpts from *8 steps to creating a great vision*. <https://www.inc.com/magazine/20110201/creating-a-company-vision.html>