

Shared Vision Worksheet

Central Purpose

What is it?

Usually composed of three parts:
 What do we do?
 Who benefits?
 How do we do it?

Answers the question - "Why did I come to work today?"

Should be short and easy to memorize

Can sometimes change

Examples:

To improve the business success (what we do) of our clients (who benefits) by providing superior business systems (how we do it)
 To link our clients with success through technology

Core Beliefs

What is it?

Answers the question "What do we collectively believe in?"

Founding principles of your company

Should rarely change

Usually between four and eight statements

Examples

Ensure quality of life balance

Acting with integrity, truthfulness and an open line of communication

Work collaboratively as a team, understanding and drawing on each other's strengths

Have raving fans for customers

Big Hairy Audacious Goal (BHAG)

What is it?

Clear and concise with little room for interpretation
 Should take three to five years to achieve and be difficult and daring
 Must be aligned with your central purpose and core values

Should change when achieved

Can be quantitative and qualitative

Examples

Crush Adidas

To increase revenue per employee to \$250,000 by December 2007

A computer on every desk and in every home

Descriptive future

What is it?

Answers the question "What it will be like to achieve the Courageous Goal?"
 Draws employees the picture they can't see when they first hear the Envisioned Future

Primary purpose is to motivate everyone to give their best effort