

WELCOME

Creating a Collective Vision

Presented by High Gear Consulting Group



**Kick your organization
into high gear.**



Jenn Richards
Principal



Maureen Maier
Connected Communities Lead



TODAY'S AGENDA

1. Introductions
2. What is a Collective Vision?
3. When and why do you need a Collective Vision?
4. Tools to help create your Collective Vision
5. How to operationalize your Collective Vision
6. Wrap Up



If you want to build a ship, don't drum up people to collect wood and don't assign them tasks and work, but rather teach them to long for the endless immensity of the sea.
Antoine de Saint-Exupery

INTRODUCTIONS

Tell us:

1. Your name
2. Your organization
3. Your role
4. What interested you in this topic?



What is a collective vision?

A **Mission Statement** defines the organization's business, its objectives and its approach to reach those objectives.

Our mission is to (what) for (who) by (how).

A **Vision Statement** describes the desired future position of the organization, or the desired future of the community.

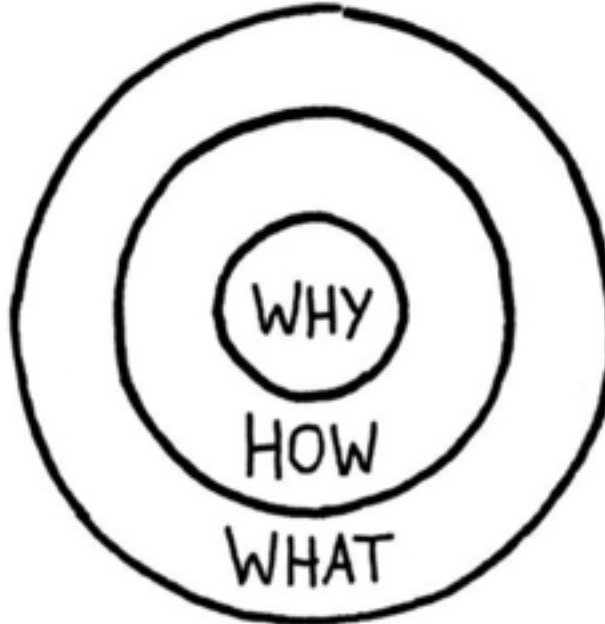
Your vision statement is a **view of how the world should be as a result of your work.**



What is a collective vision?

Your mission is the *journey*.

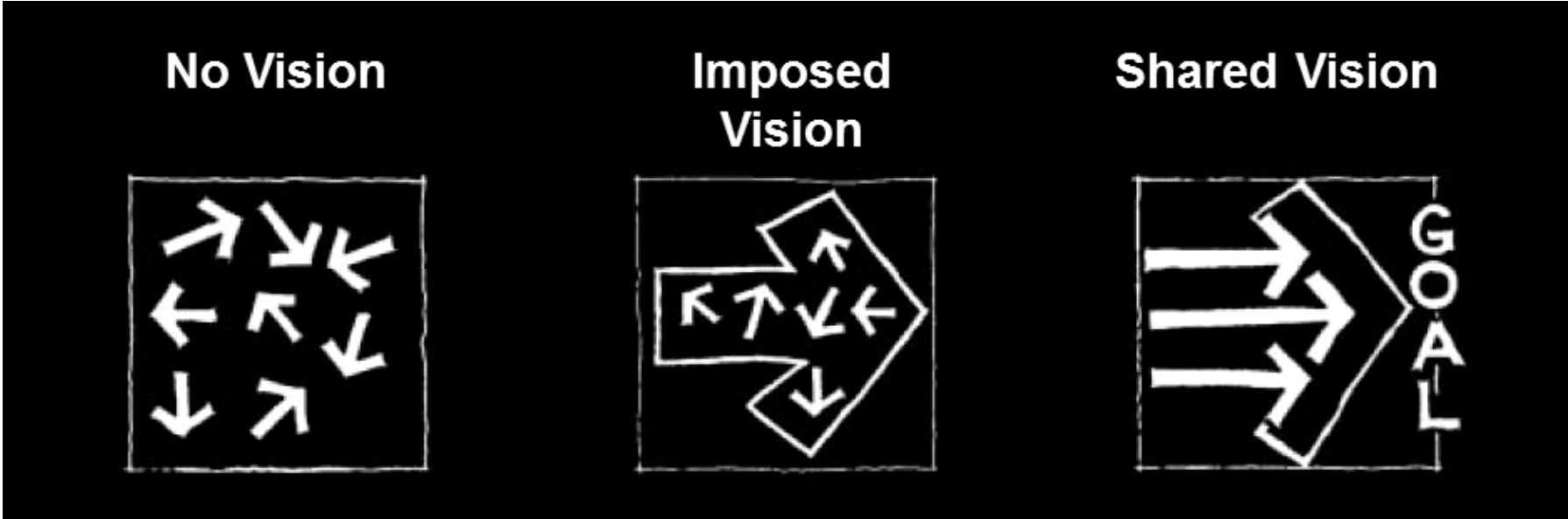
Your vision is your *destination*.



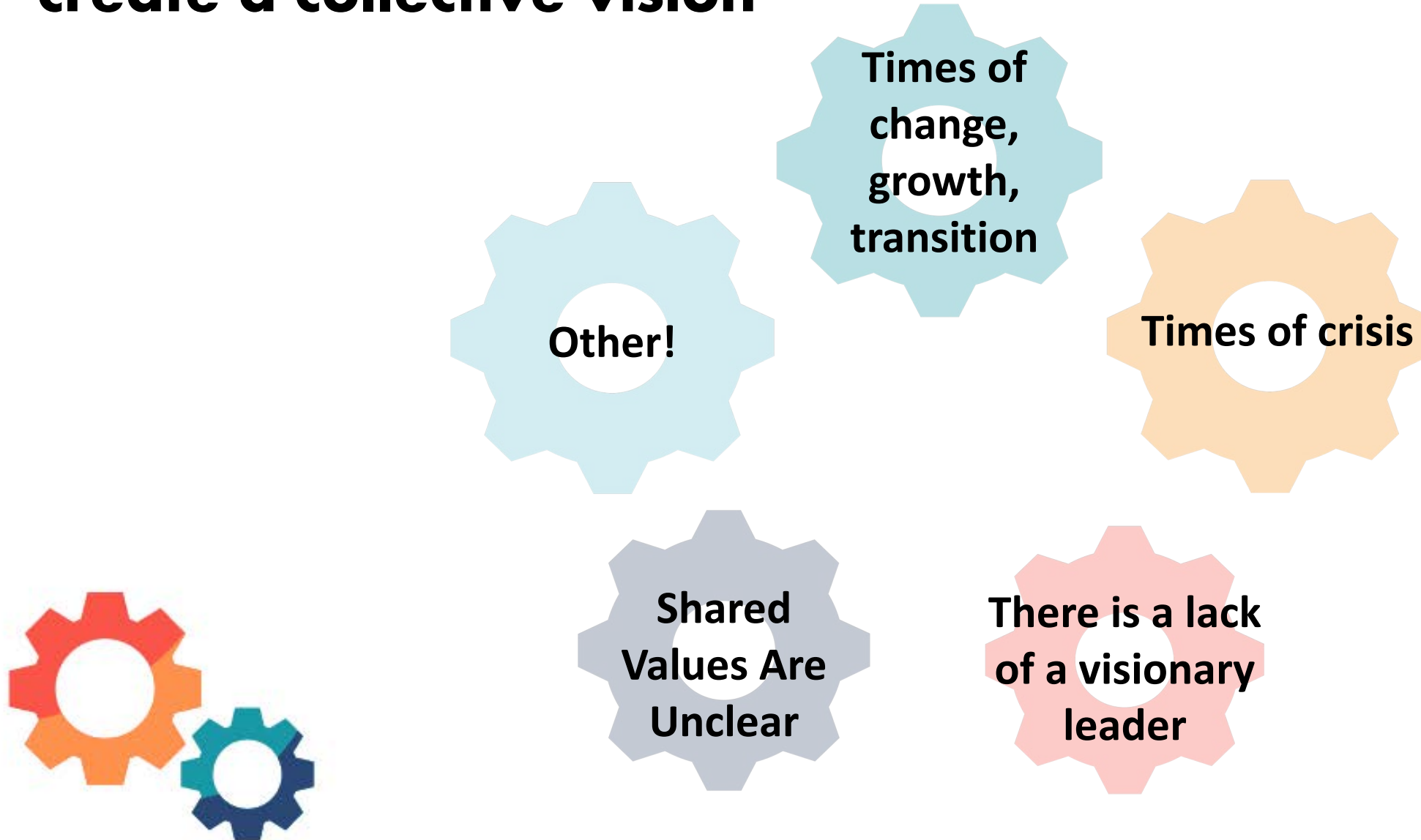
THE GOLDEN CIRCLE
From *Start With Why*
By Simon Sinek



What is a collective vision?



When and why organizations create a collective vision



When and why organizations create a collective vision

- An anchor in rocky waters
- A destination for your route
- Building deeper connection
- There is an exit ramp



When and why organizations create a collective vision

- The best laid plans (are upside down)!
- Crisis changes need
- Crisis demands resiliency
- Rally your team around your vision



When and why organizations create a collective vision

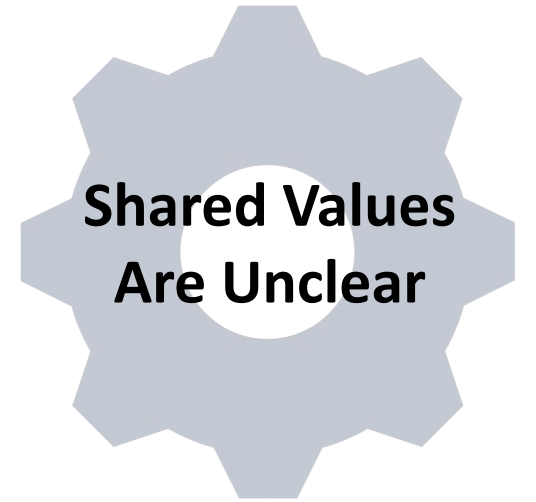
- “We’re all just here to help”
- Moving from hero to host

There is a lack of a visionary leader

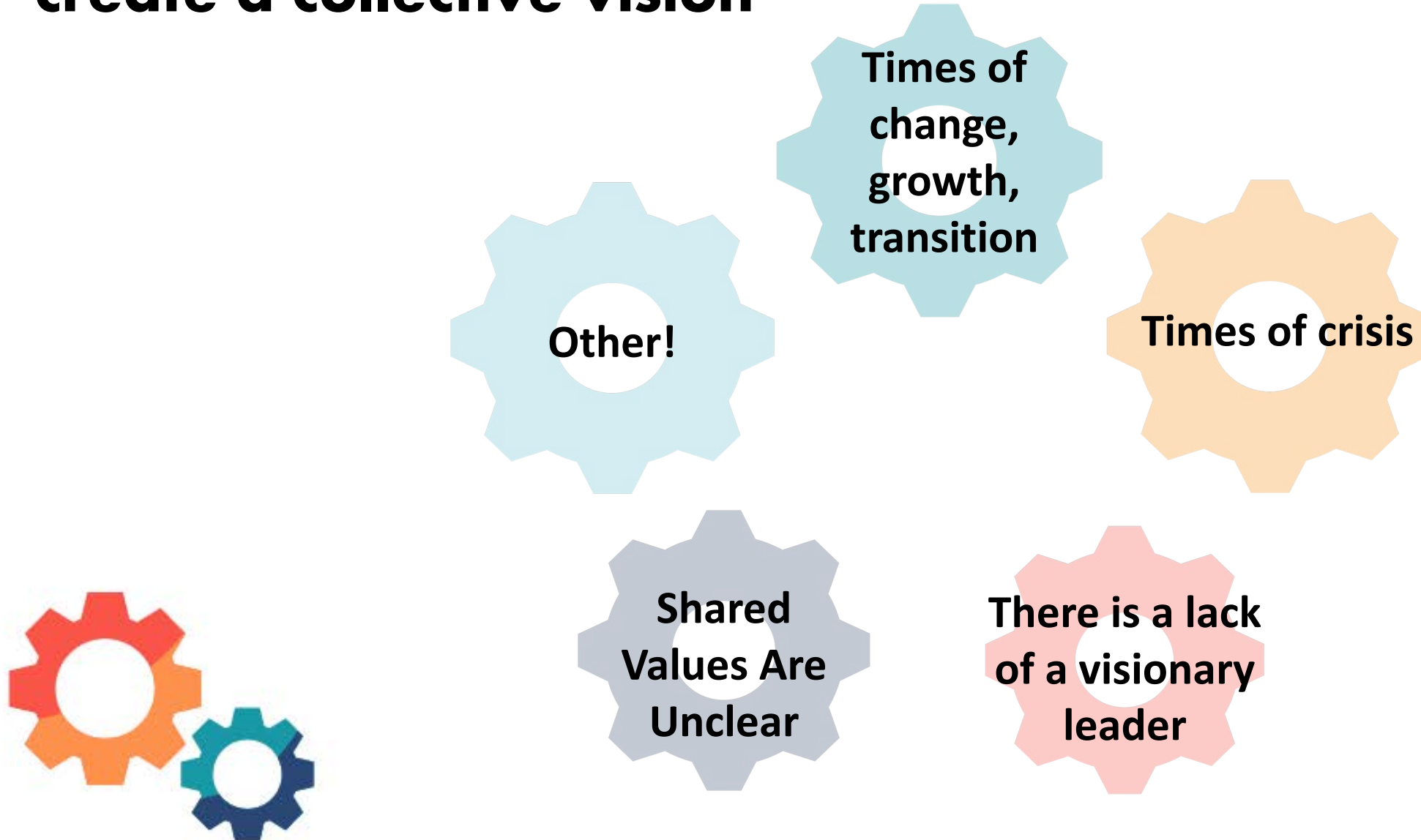


When and why organizations create a collective vision

- Values vs. vision
- You are running on empty
- Differentiating between the personal and organizational



When and why organizations create a collective vision



Developing a Collective Vision

Creating a **collective vision** is a **collective process**:

1. Start by building trust
2. Ensure an inclusive process
3. Focus on shared values
4. Create space for disagreement



Developing a Collective Vision

Define what **success** looks like.

Ask your group:

1. What is the core reason that your organization exists?
2. If your organization were to close, would it matter?
 - If so, to whom and why?
 - Imagine your community without your organization. How are they doing?
3. What would it take to put us out of business?



Intended Impact

Target Population

Who does your organization benefit?

- Geography
- Age

- Race/Ethnicity
- Other Demographics

Approach

What action(s) are you taking?

- What does your organization do well?

- Do you have proof/data that this action works?

Benefits

How does your target population benefit?

- Education/Training
- Financial Support

- Access to Services

Outcomes

What are the results of the benefits?

- Improved health
- Increased access to critical services

- New skills
- Financial security

Community Impact

What is the long-term community impact?

- Environmental health
- Individual and community well-being

- Increased equity
- Increased capacity



Developing a Collective Vision

Tell a story.

Our vision:

[TARGET AUDIENCE] will have [BENEFITS], resulting in [OUTCOMES] leading toward [LARGE-SCALE OR PERMANENT CHANGE].

Envision details:

What does the future look like?

Who is there? Who is not there?

What are people doing? What do they look like?



Developing a Collective Vision



Visionary leader Geoffrey Canada, President and CEO of Harlem Children's Zone



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Vision Statement:

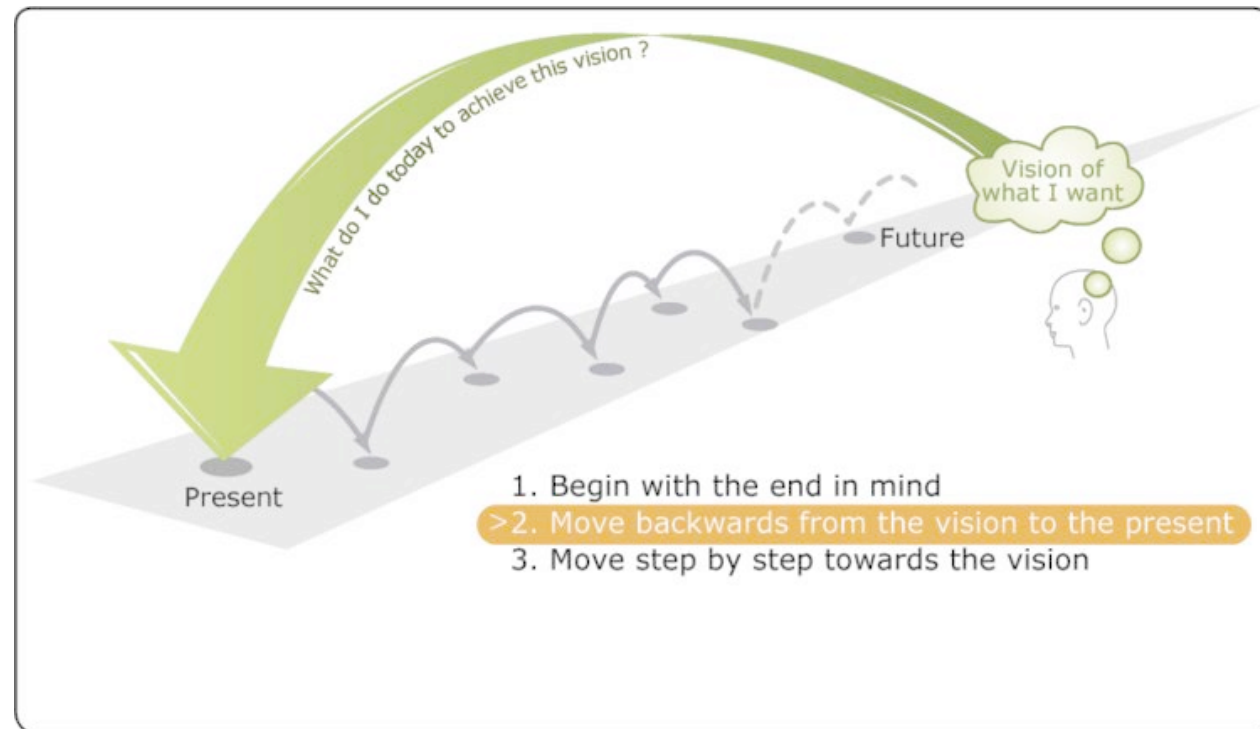
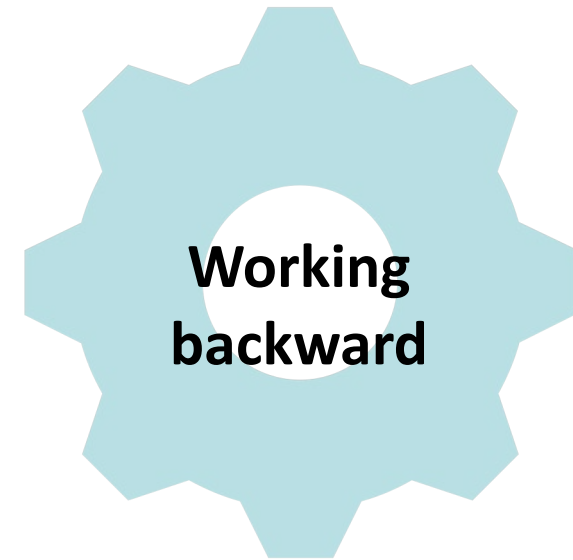
[TARGET AUDIENCE] will have [BENEFITS], resulting in [OUTCOMES] leading toward [LARGE-SCALE OR PERMANENT CHANGE].

What's Next: Using your vision to drive your organization

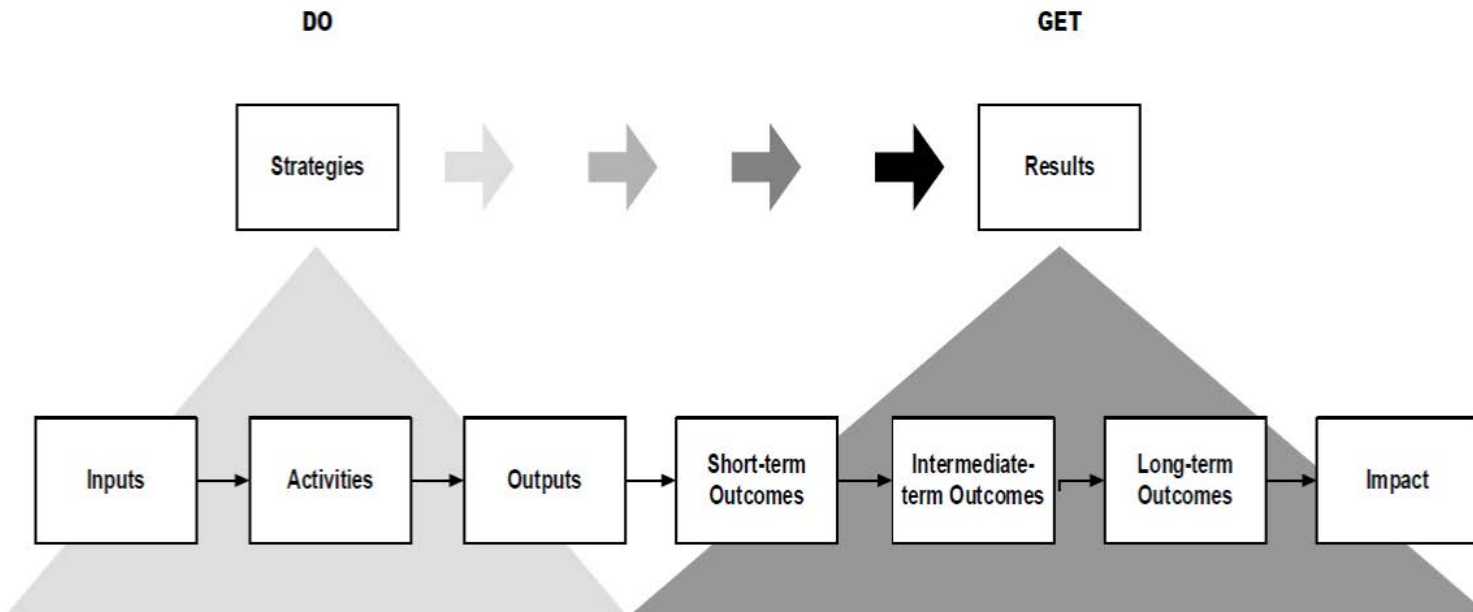
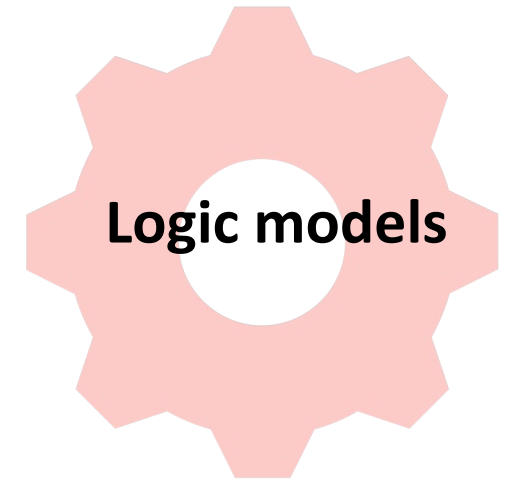


Using vision to drive your organization

- Break the status quo!
- Look forward, but work backward
- What has to happen before that?
- Create a “to do” list



Using vision to drive your organization



Logic Model Component Definitions

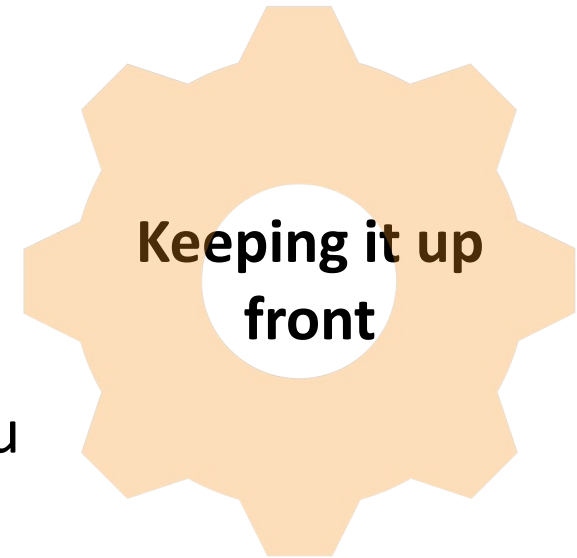
Term	Definition
Inputs	Include financial, human, organizational, community or systems resources essential to implement the project.
Activities	The specific actions that make up the project. They can include tools, processes, products, events, technology and other aspects of the intervention deployed to achieve desired results.
Outputs	Include descriptions of the types, levels and audience or targets for the project. Countable attributes of the activities if accomplished. (Frequency, Intensity, Targets)
Outcomes	The changes in project participants or organizations, as a result of the project. Can include changes in awareness, knowledge, skill, and behavior. (Specific, Measurable, Actionable, Realistic, Timed)
Impact	The ultimate change in an organization, community or other system. Often occurs after the grant cycle has ended.



Using vision to drive your organization

How can you keep your vision in the forefront?

- Is it communicated on your website, so potential business interests understand your vision and what you believe as an organization before engaging?
- Is it reinforced during hiring processes and board orientation?
- Do you train new hires on your values?
- If you asked a random team or board member what your vision is, would they know off the top of their head?
- Does leadership include your vision and values as talking points in meetings, emails, and updates?
- Are your values engaged with? Do people talk about and live them?



THANK YOU

Next Webinar: Nonprofit Governance Panel

Thursday, March 25 4:00-5:00PM

Register at www.highgearconsulting.com/events



**5-Minute
Nonprofit
Self-Assessment**