



Visioning - A First Step To Success

Visioning is conceiving and developing an idea - for a new program, project or even for a new company. It is an effective first step because it helps you to clarify and develop what you would like to create.

This article focuses on visioning as a way to begin a new project. The methods are the same for starting a new program or a new company.

Here are a few guidelines which assist you to vision effectively. These are:

1. Create Visioning Questions.
2. Write a Vision Statement.
3. Receive Ideas and Suggestions From Others.
4. Set Aside Time to Vision Regularly.

Here is a description of each of these guidelines.

Guidelines To Vision Effectively

1. Create Visioning Questions.

Create visioning questions - for the group who is visioning together. This assists you to clarify your idea for a project and the steps to achieve it successfully.

When you use open-ended questions, you invite the members of your visioning group to explore and share their ideas in depth. An open-ended question is a question which cannot be answered by 'yes' or 'no'. A good example of an open-ended question is: "Can you say more about that?"

Here is an example of several visioning questions for a new project.

Examples of Visioning Questions

1. What is the vision for the project?
2. What are the values of the project?
3. What are the positive qualities of this project?
4. What are its benefits?
5. What services and/or products will we offer?
6. How will we receive the ideas and suggestions of colleagues, clients and customers about the project?
7. What is the best way to understand its income potential?

2. Write a Vision Statement.

This is a Statement about the project as if you are already engaging in it successfully. In our work, we like to include a paragraph rather than a sentence as a Vision Statement. Here is an example.

Example of a Vision Statement

We research and develop water filtration products for families in third world countries. These products assist families to be healthy by having safe water for cooking and drinking. Our water filtration products improve the health of families in third world countries

3. Receive Ideas and Suggestions From Others.

The ideas and suggestions of colleagues, clients, customers, and others assist you to understand the viability of a project and to refine its goals.

Using open-ended questions helps you to receive essential feedback about your vision, goals and actions and to create a successful project

We find that the most effective way to use open-ended questions is to have conversations with individuals and groups who can share their ideas with you. Having conversations enables you to ask additional questions and explore ideas in depth. This can lead to new avenues for success.

4. Set Aside Time to Vision Regularly.

Scheduling several visioning meetings helps you to have enough time to develop your ideas. It is a good idea to vision until you are clear about your purpose and goals. You will know when the visioning process is complete and you are ready to plan and implement the project.

Visioning creates a foundation for success. It helps you to define the purpose and goals of a project. Also, it enables you to develop greater possibilities for its contribution to people and society.

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