Leading Your Nonprofit with Vision
Agenda

· WELCOME
· WHY VISION?
· CHALLENGES?
· MISSION AND VISION
· EXAMPLES
· VISION IMPERATIVES
· GETTING STARTED WRITING
“If you want to build a ship, don’t
drum up the people to gather
wood, divide the work, and give
orders.

Instead, teach them to yearn for
the vast and endless sea.”

ANTOINE DE SAINT-EXUPERY
Does your organization have a clear picture of what impact, success, and contribution looks like?

Question

1. Crystal clear
2. Needs some work
3. Lost at sea
Challenges

Don't have a vision.
The vision is not clear.
The vision does not inspire.
The vision is not communicated well or often.
The vision is not strategic and directional.
Why Vison?

Every organization ends up somewhere. Will you end up there on purpose?
Story

The Community Support Center
Without Vision

CONFUSION & FRUSTRATION

DI-VISION

LACK OF MOTIVATION

YOU WON’T KNOW WHAT SUCCESS LOOKS LIKE

DONOR SUPPORT WAFFLES
Problem

When there is an absence of a larger story we settle for lesser stories of our own making.

- Tyranny of the urgent
- Mission Drift
- Opportunity Creep
- Disengaged team members
How can we lead with vision?
Vision is not

It’s not a crystal ball.

It is not a guarantee.

It is not your mission statement.

It is not vague, fuzzy, or generic.

Vision is not enough.
FIVE CORE BELIEFS

1. REASON FOR BEING
   - Why?

2. VISION
   - What if?

3. MISSION
   - What?

4. VALUES
   - How?

5. STRATEGY
   - How?
YOUR VISION
The world you want to see.

YOUR MISSION
What you do to make it happen.
Vision determines direction.
With Clear Vision

- Vision will keep you focused.
- Vision will keep you fueled.
- Vision will anchor your activities.
- It will help define success.
- It gives your team direction.
"Vision is more powerful than a goal."

BENJAMIN ZANDER, BOSTON PHILHARMONIC ORCHESTRA
How to write your own vision statement.
Goal: Rough Draft
VISION
Fully reusable launch vehicles that will be the most powerful ever built, capable of carrying humans to Mars and other destinations in the solar system.

PURPOSE
Making humanity multiplanetary.

MISSION
Revolutionize space technology, with the ultimate goal of enabling people to live on other planets.
Love146 journeys alongside children impacted by trafficking today and prevents the trafficking of children tomorrow.

The end of child trafficking and exploitation. Nothing less.
We envision... highly autonomous systems that outperform humans at most economically valuable work.

Our mission is to ensure that artificial general intelligence benefits all of humanity.
Examples

Feeding America: A *hunger-free America* (4 words)

The Nature Conservancy: *To leave a sustainable world for future generations.* (8 words)

Habitat for Humanity: *A world where everyone has a decent place to live.*

The Nature Conservancy: *To leave a sustainable world for future generations.*

Make-A-Wish: *That people everywhere will share the power of a wish.*

Oceana: *...seeks to make our oceans as rich, healthy and abundant as they once were.*

ASPCA: *That the United States is a humane community in which all animals are treated with respect and kindness.*

CMS Innovation Center Vision: *A health system that achieves equitable outcomes through high-quality, affordable, and person-centered care.*
PURPOSE & MISSION
Brining clean and safe drinking water to people in developing nations.
VISION

771 million people in the world live without clean water. We envision an end to the water crisis which means better education, income, and health - especially for women and children.

- **Better Health**: Access to clean water saves lives.
- **More Time**: Access to clean water gives communities more time to grow food, earn an income and go to school.
- **Better Education**: Clean water helps keep kids in school.
- **Women Empowerment**: When a community gets water, women and girls get their lives back. They start businesses, improve their homes, and take charge of their own futures.
Keys to a Compelling Vision

OUTWARD
Is your vision focused on the community you serve and not your organization?

CHALLENGING
Does the vision seem easy to accomplish? Or, is it ambitious and audacious?

CLEAR
Can someone easily understand the big idea of your vision?

SPECIFIC
Can your team translate the vision down to their specific job and strategies?

INSPIRING
Does your vision draw others to rise to the occasion? Are they rooting for your organization?

INCLUSIVE
Is it an invitation? Does the language assume a team effort by using, “we” or “us” in unifying all involved?

The Community Foundation for The Greater Capital Region
What will be true in 3 years from now?
WHAT DOES THE FUTURE LOOK LIKE AS A RESULT OF OUR ORGANIZATION'S IMPACT?

WHO BENEFITS MOST FROM THE VISION BECOMING REALITY?

WHAT DOES IT FEEL LIKE TO BE THERE?

WHAT IS NEW, DIFFERENT, OR BETTER?

HOW DOES ACHIEVING THE VISION POSITIVELY IMPACT THOSE YOU SERVE?

The Community Foundation for The Greater Capital Region
Challenge

Work on crafting your vivid vision.
February 16th, 9 AM

Kickstart Your Nonprofit Engagement Strategy
"Leadership is the capacity to translate vision into reality."

W A R R E N  G.  B E N N I S