



## ENVISIONING EXERCISE

This exercise can be done as an individual or as an organization. If you are part of an organization it is recommended that an initial diverse team of no more than 10 individuals representative of major employee groups is selected.

A vision is what the world will *look, feel, and be* like when you've delivered your purpose.

**Purpose** is the *reason you exist apart from what you do, how you do it, or what you get in return for what you do.*

There are two critical focusing questions that underpin this exercise:

### 1. What is your problem?

What is the problem you exist (purpose) to solve?

What are you trying to make better for people?

In one column on a whiteboard, write down as many possible descriptors of this problem. If you're in an organization, this is best done over the course of a few hours.

### 2. What would the world look/feel/be like if you fulfilled your purpose and solved your problem?

If, for all people in the world, the problem you set out to solve was solved, what would happen?

Get specific yet maintain a holistic perspective. What would the world be like **socially, technologically, economically, environmentally, politically**?

Brainstorm as many key elements as possible, then group into major themes. Aim for 5-7 major elements.

Now, you have a vision.

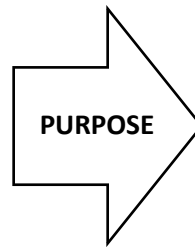
These elements should serve as a foundation for developing a vision statement that depicts this new world as vividly as possible.

For more on vision statement creation, e-mail Zach at [info@zachmercurio.com](mailto:info@zachmercurio.com)



**THE PROBLEM**

**NO PROBLEM**





## Activating a Vision

Our Vision:

If I/we were consistently working toward this vision...

### Pillar 1: Feeling Qualities

How would you and others *feel*?

- 1.
- 2.
- 3.
- 4.
- 5.

### Pillar 2: Being Qualities

How would you have to *be* to feel this way?

- 1.
- 2.
- 3.
- 4.
- 5.

### Pillar 3: Activation

What will you have to regularly *do* to enact these being qualities?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.



## LET'S CONNECT:

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