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LEADERSHIP JOURNAL

# Resource

Crafting Vision



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# Crafting Vision

I am going to assume that if you are reading this, you buy into the importance of vision and are committed to improving the visionary quotient of your leadership. What I don't know is how clear and compelling your sense of vision really is. The power of vision does not come from believing it is important, but in the vision itself. This simple article is written as a primer to provide you with a process for crafting vision that is compelling and clear enough to communicate.

In working with leaders from all types of organizations, it is apparent that something about our caricature of vision is a bit intimidating. However, the truth is, whether you are working on personal vision for your life or for the organization/team/business/church you lead, the process of crafting vision doesn't have to be difficult.

First: **Be clear about the nature and process of clarifying vision**  
**VISION IS NOT A STATEMENT!**

- A vision statement is merely an attempt to put vision into a transferable, memorable, and communicable form.
- But vision is not words. Vision is what you see when you dream about the future you long for. Any words or statements you use are merely attempts to describe what you see.

**VISION IS NOT CREATED BY WORKING WITH WORDS!**

- This is the typical, exhausting, and fruitless approach taken most often. A group starts with the assignment of crafting a vision statement rather than cultivating vision. Vision is created in our imagination, not with our pens.
- As a result, people put endless tedious hours into selecting and massaging words—a collection of positive sounding adverbs and adjectives strung together in what they hope will be a motivating statement. The result is words that say very little about very little. (Practically, this approach usually results in a restatement of general purpose rather than a concrete picture of the future.)

**VISION IS FUNDAMENTALLY A PICTURE OF THE FUTURE.**

- Your vision is actually the picture you imagine in your head of how things will look in the future if you are successful at addressing the needs or providing the solutions to the issues you are most passionate about.
- It is hard, because by definition, the future is not visible except in your head.
- It is an exercise in fueling, focusing, and capturing your



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imagination. And, in most cases, no single person can see enough of that picture to adequately capture it adequately.

Second: **Focus your imagination by answering 3 questions**

*Whether you work alone or in a group (always better,) systematically work on each of these three questions.*

1. **WHAT ARE YOU REALLY GOOD AT? and WHAT DOES IT LOOK LIKE WHEN YOU ARE DOING THAT?** *Thinking about your best contribution, what is it do you do really well?*
  
2. **WHAT NEED OR GROUP OF PEOPLE ARE YOU DEEPLY BURDENED FOR? and WHY DO YOU PERSONALLY CARE SO MUCH ABOUT THEM?** *Of all the needs in the world and/ or all the different groups of people, which would you most like to serve?*
  
3. **WHAT COULD BE ACCOMPLISHED IF YOU FOCUSED WHAT YOU WERE REALLY GOOD AT ON THE PEOPLE AND/OR NEED YOU ARE MOST PASSIONATE ABOUT IN THE WORLD?** *That is, how could things be different if you focused your energies and your strengths on meeting that need/ serving those people?*
  - *rather than using words, try drawing pictures that represent how things could be different?*
  - *or, start to bullet list all the differences you can imagine.*
  - *(no matter what approach you take, DO NOT start writing in narrative fashion.)*

Third: **Describe the picture that emerged in question #3**

- Free yourself from the compulsion to captivate people with your words. Just describe the picture—the vision—you see of a different world.
- Be as concrete as possible. Unless it is specific enough to fail at, it isn't specific enough to aim for.



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When you are done, go to town communicating that vision and aligning your behavior with it. (Take a good look at the articles on “*The Power of a Stump Speech*,” and “*Overcoming the half-life of vision*,” for ideas on how to communicate your vision with effectiveness.

(If you follow these steps, I'd love to see the vision you created. Send a copy to me at [es.com">admin@noredcapes.com](mailto:admin@noredcap<span style=).)