



Visioning & Your Business

- A vision transforms your business.
- It provides a picture of what could be.
- It is a catalyst that can help your business to move toward your dream.
- It is a goal of the highest order.



Why a Vision Is Important

- A vision aligns people in activities that cut across your business.
- *A vision provides focus for assessing individual, department, and organizational progress*



The BHAG!

Or better known as
the Big Hairy Audacious Goal

This is a strategic business statement that is created to focus your business on a single business wide goal which is audacious, likely to be externally questionable, but not internally regarded as impossible.



A Vision Unleashes Energy

Man on the Moon – Our the BHAG!

In 1961, the most optimistic assessment of getting someone on the moon was at best a 50–50 chance. President Kennedy did not say, “Let’s beef up the space program.” He said, “that this nation should commit itself to achieving the goal, before this decade is out, of landing a man on the moon and returning him safely to Earth.”

The BHAG was a clear, extremely challenging focal point for NASA. Richard Feynman, who served on the panel investigating the Challenger disaster, believed that one reason for the miscommunication and poor quality that led to the explosion was that NASA no longer had a vision that united all parts of the agency.



A vision without a plan is just a dream.

A plan without a vision is just drudgery.

But a vision with a plan can change the world.

