

EXTRA 3.2

Quotes

“Vision is being able to **look ahead** and **imagine how we want things to be** ... and then **being able to put them in place**, in a very real and practical way, the plans, systems and procedures that will make these imaginings real.”

- Mike Golding

Q1

- **‘Looks ahead’** -how will your enterprise look in 5 to 10 years’ time?
- **‘Imagine how we want things to be’** - what are you dreaming of?
- **‘Being able to put them in place’** - your vision has to be something realistic that you could actually achieve. For example, we may all want world peace but that’s not something we could achieve in 5 years!

Q2

“I think vision is about knowing how you want the enterprise to be **in the future** ... and **sharing that knowledge** with everyone in the business so that, ultimately, everybody shares the same picture of the future and works together to make it happen.”

- Linda Davenport

- **‘In the future’** - more emphasis on looking to the future;
- **‘Sharing the knowledge’** - a vision statement is something that all your staff and volunteers can buy into, so that everyone knows what you are trying to achieve and is working towards the same goal.

“**Visualising a desired future** requires the ability and time to **rise above the everyday** reality and create a vision of how it could be.”

- Mike Pedler

Q3

- **‘Visualising a desired future’** - again the idea of looking to the future. Your vision statement could create a picture in people’s mind of what you plan to do;
- **‘Rise above the everyday’** - a vision is about dreaming of a better future, bringing a real change to society through what you are doing.



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