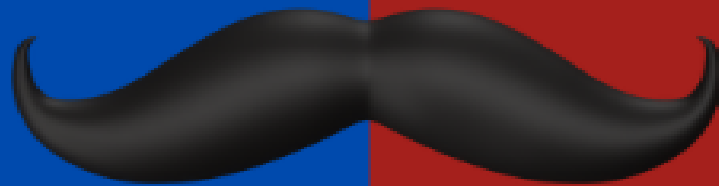


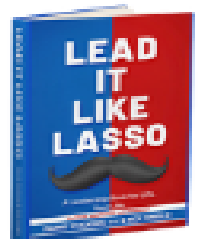
Vision Building Activity

Leveling Up with Lasso



LeadItLikeLasso.com

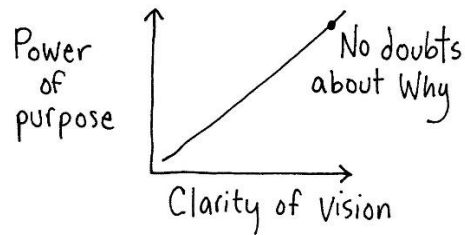
In the book *Lead It Like Lasso*, we highlight the importance of establishing a clear vision that can lead you (or your organization) on becoming the best version of yourself. We recognize that developing a vision can at times be a daunting task. In this guide we provide helpful tips, guiding questions and activities that help kickstart the process to define where you are aiming to go.



Believe.

Marnie Stockman & Nick Coniglio

Leveling Up with a Clear Vision



The way we see it, you have two possible paths in life. First, you can just live day by day... and see where you end up. Alternatively, you can project where you want to end up at some future point, and then lay out a plan to get there.

We prefer the latter – let's take control (or at the very least influence) of our future selves! An important step to taking that control is developing your vision. For the purposes of this guide, we will be talking about a personal vision, but the concepts described below can also apply to an organization.

So let's get started and work on an activity designed to develop your vision. In this activity, we are looking at the big picture – several years out. What are you aiming for? What does success look like? Document it.

If you are struggling, ask yourself a few more questions:

- Are you striving to hit a financial target?
- Do you have an academic goal?
- Is this a goal involving health or wellness?
- Are you aiming for a work accomplishment?
- Do you have a family goal? Or are you helping family with a goal?

You can (and you should!) come back to your vision regularly so start by putting something out there!

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My vision is to: _____

Now ask yourself why you want to do this. What fuels your fire everyday? This is what you need to answer in order to define your purpose or your why.

My purpose (my why!) is: _____

Need some inspiration? Check out these examples...

Who	Vision	Purpose
Parent	To help each of my children reach their fullest potential	To provide unwavering love, support, and safety to help my children positively impact the world.
Student	To get into the college of my dreams so I can get a job and expand my world	To experience new things with friends through travel
Coach	To build winning teams who understand that winning is built through character, resilience, and teamwork	To mentor athletes toward personal growth through a culture of discipline, sportsmanship, and self-belief
Business owner	To create an innovative company that delivers exceptional value to customers and employees	To lead with integrity and foster a culture of continuous improvement through creativity and innovation
Non-profit leader	To impact society positively by mobilizing resources and fostering collaboration	To advocate for positive change and build strategic partnerships to uplift the underserved

We really want to be clear on this vision, so it's time to make it a SMART goal. Remember SMART stands for:

Specific
Measurable
Attainable
Realistic
Timebound

In _____ (time period),
 I/we will have _____ (earned, lost, gained, written, helped...)
 _____ (number of people)
 do _____ (big bold goal).

Here's how this fill-in-the-blank statement translates for various folks (leaders or those leveling up as leaders in their own lives).

Who	SMART Goal
Parent	For the next 3 months, I will have spent 2 hours each week of quality time with each child, tracked in a journal, helping them share their goals, dreams, and concerns while having fun.
Student	I will earn a GPA of 3.8 or above in the upcoming semester and study 30 minutes a day for my college placement exams.
Coach	In the upcoming season, we will increase our passing completion rate by 15%.
Business owner	Within the next fiscal year, we will increase our annual revenue by 20% by expanding into a new market.
Non-profit leader	In the next year, we will provide essential services to 10% more individuals in need.

Now that you have documented what you are aiming for, it's time to list your stakeholders. If you are working on a business goal, you will need to consider your employees, customers, suppliers, and press (social media, newspapers, magazines, TV). If you are working on a personal goal, you might want to consider family, peers, mentors, a coach, your employer, or community.

List the types of stakeholders you need to consider and be specific about who they are. Let's take our college student as an example. They might list the following stakeholder groups:

- Employer
- Peers
- Mentor
- Family
- Community

This is the fun part (although we've been having fun all along!). For each stakeholder, write down 2-4 quotes about the *amazing* things they will say about you/your company in 3 years when you have achieved your goal. (This is not the time to be shy or mumble your words. This is a critical step in manifesting your dreams and making it happen.)

This is what one student we work with came up with:

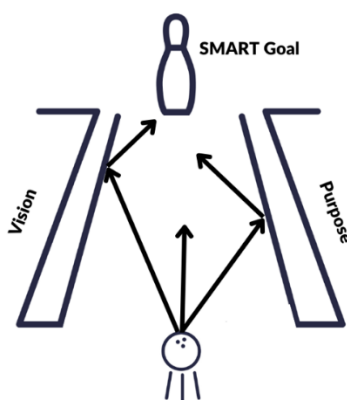
Stakeholder	Raving review 3 years from now
Employer	"I wish I could hire 10 more like her!"
Peers	"Wow! She is really doing well for herself."
Mentor	"Follow this human! She is going places!"
Family	"I am proud of her."
Community	"What a great person to have around!"

What would you want your stakeholders to say about you when you are a success?

Now that you have an even better picture of where you are heading, let's see how you are going to make sure it happens.

The only way to get from here to there is to "plan the work and work the plan." And the one way to make sure the plan is working is by tracking your progress.

Vision and purpose work like bumper pads in bowling. They help shape the behaviors and actions to keep them funneling back to your target. The more clarity you can provide by defining your vision and purpose, the narrower your lane will be, which will dramatically improve your score.



Big shout out to Scott Levy at ResultMaps for sharing his framework on vision setting. If you are looking for a vision setting platform in your organization, please check out <https://resultmaps.com>.



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