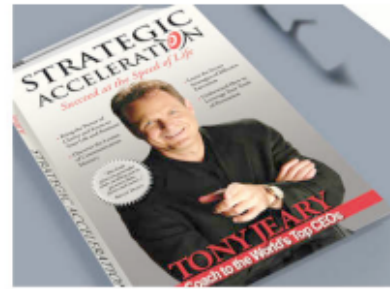


STRATEGIC ACCELERATION

Succeed at the Speed of Life



Exercise 8: Document Your Vision's Purpose and Value

A vision without a clear purpose and strong value may be perceived as whimsical and unbelievable. Therefore, you must concisely define your vision's purpose and value and communicate that purpose and value to all involved to create buy-in and reach the desired results. Defining your vision permits you to better communicate why your vision should be believed and supported.

Purpose and Value Definition

Refer back to your vision (Exercise 5). Using the following template, consider and document:

1. Why is your vision important to you?
2. Why is the success of your vision important to others?

My Vision's Purpose and Value

1. Why my vision is important me	
2. Why the success of my vision is important to others	

My Vision's Purpose and Value: Example

3. Why my vision is important me	
4. Why the success of my vision is important to others	