

Stronger Economies Together Participants' Guide

Module Four: *Developing Your Vision and Goals*

Worksheet 1: Evaluating the Vision Statement of a Regional Organization

Slide 8

VISION STATEMENT: WEEDC will be the business-driven, business-led organization focused on creating prosperity and recognized for generating economic value and a high quality of life throughout the Windsor-Essex Region.

| Key Elements | Your Comments |
|--|----------------------|
| <i>What's the focus or main theme?</i> | |
| <i>What are the hopes and aspirations?</i> | |
| <i>Does it focus on the future?</i> | |
| <i>Does it express purpose and values?</i> | |
| <i>Does it inspire?</i> | |
| <i>Relevant for many years?</i> | |

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Worksheet 2: Vision Statement

Slide 10

| Items | Your Notes |
|---|-------------------|
| What does this region look like in 20-30 years? How and where do people live? What do they do for work? What are your hopes/aspirations for the region? | |
| <i>Small Group Discussion:</i> What major ideas/themes did the group identify? | |
| Other key ideas/themes from the other groups | |
| Ideas/Themes that the group selected for consideration as part of the vision statement | |
| Initial Draft of a Vision Statement: | |

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Worksheet 3: Vision Statement Selections

Slide 10

Carefully study the ideas/themes the groups have listed on the flip charts. You will see a good list of items the small groups have identified as being possible components to include in a vision statement.

Each group has been assigned a letter – such as Group A, Group B, and so on. Each group has also numbered each of their ideas/themes.

After reviewing the information contained on each group's flip chart, write down the THREE ideas/themes you feel should be incorporated into your team's vision statement. Feel free to select ideas/themes from any of the charts posted on the wall. No need to stay confined to the ones your group generated.

Write in the box below the letter and number of three ideas/themes you've selected (for example Group A – 3, which means you have selected the third idea/theme from Group A's list). These don't have to be listed in any priority order.

| Three Groups and Themes You've Selected |
|---|
| |
| |
| |

Please submit your completed form to the instructor. The Vision Statement Committee will review your recommendations and report the final results to the regional team.

Specific

- State clearly **WHAT** your team wants to achieve.
- Indicate **WHY** this goal is important.
- Specify **WHERE** you intend to focus your efforts.

Measurable

- Indicate **HOW** you plan to measure progress towards the achievement of your team goal
- Define both the end result as well as milestones you want to achieve along the way. Be concrete.

Attainable

- Determine if your team has the resources (people, financial, political, time, skills, motivation, etc.) needed to achieve the goal.

Realistic

- The team must truly believe that the goal can be accomplished.
- Be honest about what the team is able to pursue.

Time Framed

- **WHEN** do you want to achieve your goal?.
- Decide on a target date for accomplishing your team's goal

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Worksheet 5: Goal Statement Evaluation

Slide 19

GOAL: Develop a business environment that encourages entrepreneurs and supports emerging entrepreneurs through training and shared marketing efforts.

| <i>SMART Elements</i> | <i>Write Your Comments Below</i> |
|-------------------------------|----------------------------------|
| Specific | |
| Measurable | |
| Attainable | |
| Realistic | |
| Time-Framed | |
| Revision of this Goal? | |

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Worksheet 6: Our Team Goals

Slide 21

| | |
|---------------------------------|----------------------------------|
| Your Regional Team Goal: | |
| <i>SMART Elements</i> | <i>Write Your Comments Below</i> |
| Specific | |
| Measurable | |
| Attainable | |
| Realistic | |
| Time-Framed | |
| Revision of Your Goal: | |