Narrativizing your Vision

PURPOSE
Narrativizing your Vision is an essential component to planning the future of your organization over the next 3-5 years and securing buy-in from your team.

EXERCISE
Imagine you have won an award exactly FIVE years in the future (write the month & date + five years on the top of the page). A film crew sits down to ask you about your accomplishments. As you give an interview, answer as if you are your "future self" looking back over the last ½ decades.

ASK: What does your company look like at this time? How many staff? Who is on your team? What are their skill sets? What do they bring to the table?

ASK: What do you attribute its success to over the last five years?

ASK: Who are your biggest clients? What do you enjoy about working with them?

ASK: What is the BEST project you've worked on in the past FIVE years? What did you most enjoy about it? What made this project so special?

ASK: What were some of the greatest challenges you faced?

ASK: What does your revenue look like in FIVE years? Has the composition of your clients changed? Are they paying more? If you were to draw a pie chart what is the breakdown of clients by percent? Has it changed over the last FIVE years?

ASK: Many attribute their success to luck—what are the circumstances over the past year that you were able to leverage? Any trends you took advantage of over the last FIVE years that helped catapult you into your present successes?

REMEMBER:

At this point, it is better to work independently. Your responses will be more authentic.

The more detail, the better. Add texture. Go deep. Describe as vividly as possible what this future looks like.

Better to do a first draft in a single sitting if possible. A raw vision is a real vision.

If pressed for time or if writing isn't your strong suit, feel free to record an audio or video response. The MOST important thing about this piece is acting "as-if" this future is real with depth and detail.

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