

5 Steps to Creating a Vision That Lasts

True leadership is not just about the milestones we reach, but about the legacy we leave. As you think about your organization's future, remember that God has called you to steward more than results—He's called you to build something that endures.

1. Reaffirm Your Purpose

Revisit why your organization exists. Go deeper than profit; identify the mission and values that truly define your "why." Your purpose should answer the question: What would be missing in the world if our organization didn't exist?

2. Evaluate the Current State

Look honestly at your existing vision. Is it clear, actionable, and memorable? Does it show up in how decisions are made, how people are led, and how resources are allocated? Gather input to uncover misalignments between what's written and what's lived.

3. Engage Key Voices

Vision cannot be built in a vacuum. Involve your leadership team, employees, board members, and trusted advisors in the process. Seek perspectives from people on the front lines and those closest to your customers. This not only enriches the vision but also builds buy-in.

4. Rewrite with Clarity

A strong vision statement is **short, inspiring, and practical**. Avoid vague or jargon-heavy language. Test it by asking:

- Can employees repeat it?
- Does it motivate?
- Would it inspire confidence in a potential hire or investor?
- Does it reflect your faith and values clearly (if that is central to your mission)?

5. Align and Execute

Translate the vision into strategic priorities and measurable goals. Build systems that reinforce it—through onboarding, culture, performance reviews, and storytelling. A vision statement that lives only on a website is useless; it should shape the organization's daily rhythm.

ADDITIONAL GUIDANCE FOR CEOS & LEADERSHIP TEAMS

Here are a few practical exercises that can help refine your vision:

- **Vision Audit Workshop:** Gather your leadership team and ask each person to write down your current vision statement from memory. If they can't, or if they paraphrase inconsistently, clarity is missing.
- **Impact Mapping:** "Ask, Who will be impacted by our organization 10 years from now if we fulfill our mission? Write down the future outcomes for your employees, clients, community, and industry.
- **Values Alignment Check:** Review your core values alongside your vision. Are they aligned, or is there tension between what you say you believe and what you actually prioritize?
- **Legacy Lens:** Imagine your company 25 years from now under someone else's leadership. What do you want to remain true? This question helps refine what really matters.
- **Scriptural Anchor:** Tie your vision to a biblical principle that can guide decision-making (e.g., stewardship, servant leadership, fruitfulness). This ensures the vision is rooted in something eternal, not just circumstantial.

"Except the Lord build the house, they labour in vain that build it."

— Psalm 127:1