

# A BEGINNER'S GUIDE TO VISIONING

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## **BE Bold**

- \* Go further than creating solutions to what you can see right now.
- \* Long-term thinking is at the heart of visioning – and a bigger ambition is simply more inspiring.

## **BE Positive**

- \* When envisioning the future, focus on possibilities and the positive without neglecting the risk.
- \* Fear is damaging, creates limitations and stifles creativity.

## **BE Passionate**

- \* A vision cannot be conceived by analysis alone. It must be driven forward by passion.
- \* A vision with purpose is essential for both individual and organisational growth.

## **BE Intuitive**

- \* It is by logic we prove but by intuition we discover.
- \* A futurist is a whole-brain thinker, engaging right and left brain to balance vision with process.

## **BE Inspiring**

- \* Create a vision supported by an engaging future narrative.
- \* Numbers alone will not inspire – you need the emotional glue to truly engage people.

## **BE Better**

- \* Imagine a future where you are not just the best in the world – but better for the world.
- \* This is economics for people *and* planet.

## **BE Responsible**

- \* Articulate your own role in the vision. Ask: will my action benefit people and planet?
- \* Will it feed into my community or ecosystem rather than just feeding of it?

## **AND Remember**

“A vision without a plan is just a dream. A plan without a vision is just drudgery... but a vision with a plan can change the world.”