Local Government Association

Creating an Effective Vision

First Ascent

Local Government Association

Agenda

1. What Makes a Good Vision Statement (30 mins)
2. The Process of Creating a Vision Statement (25 mins)
3. Intent and Impact
4. Getting People Emotionally on Board (25 mins)
5. Q&A (10 mins)

What Makes a Good Vision Statement

1. Long Term and Future Focussed *(5 – 10 years)*
2. Ambitious and Inspiring *(but credible)*
3. Clear and Concise *(for all possible readers)*
4. Confident Tone and Conversational Style *(free of jargon)*
5. Hints at a Purpose *(the power of Why)*

Council vision statements

ISLINGTON

Towards a fairer Islington *- We're determined to make Islington fairer. To create a place where everyone, whatever their background, has the opportunity to reach their potential and enjoy a good quality of life.*

Leeds CITY COUNCIL

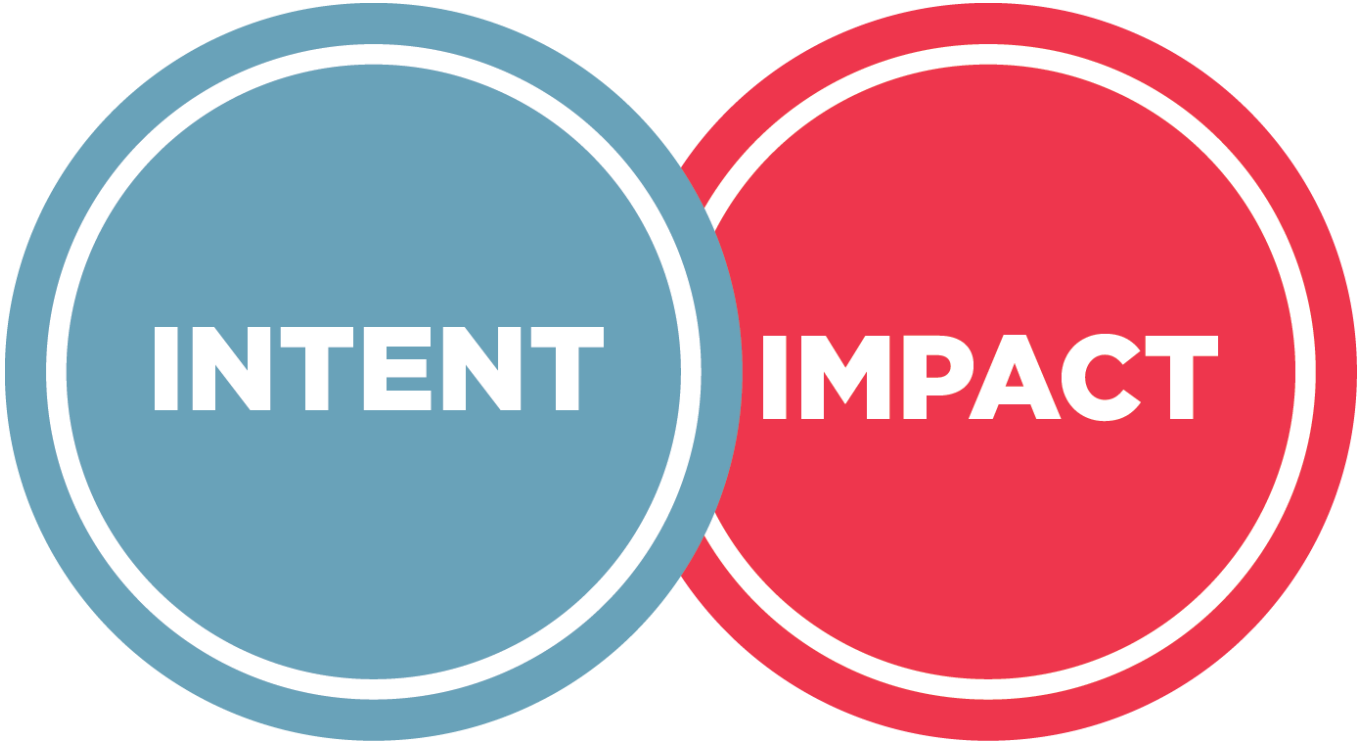
Vision for Leeds - 'Best city in the UK'- *that is the key aim of the Vision for Leeds 2011-2030. It means:*
Leeds will be fair, open and welcoming
Leeds' economy will be prosperous and sustainable
all of Leeds' communities will be successful

The Process of Creating a Vision Statement

1. Involve and collaborate with the people who you want to own it
2. Use consultative, enjoyable workshops, facilitated with energy
3. Start the process with an open mind (others may improve your idea!)
4. Plan and structure carefully with evidence to back up your vision

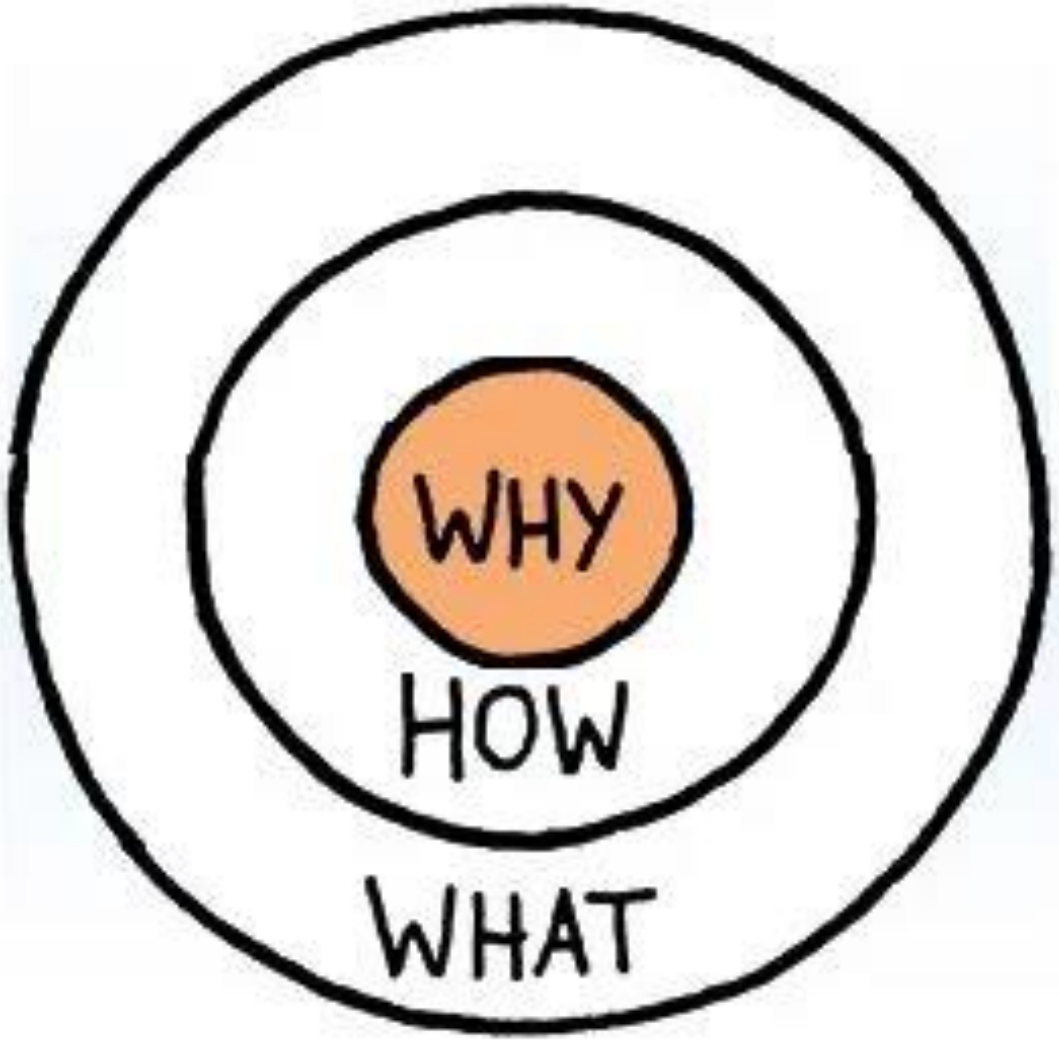
Intent and Impact

Intent and Impact



Intent and Impact

The Power of Why



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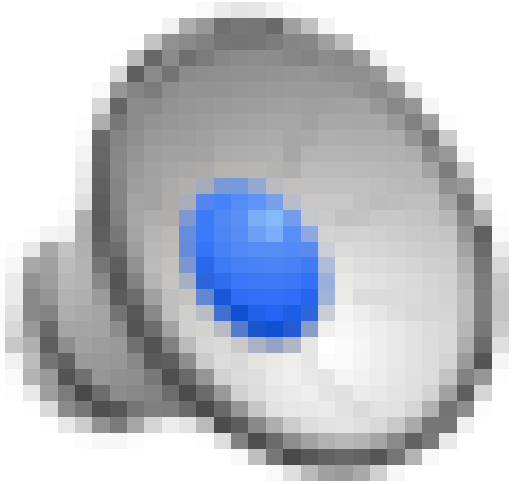
Simon Sinek– The power of Why



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Q & A

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