

Vision Statement activity

CFANS 3201: Strategic Career Planning

Vision statements can be extremely helpful in giving individuals a way to stay focused on the “bigger picture”—they give a context for your efforts, and can help connect your future with your present. A vision statement can also give you an idea of what you would ultimately like your life to look like and help you continue clarifying what really matters. The idea is that once you understand the big picture, it is much easier to define the steps that will get you the end result.

Use the outlined steps below to develop your vision statement, then type your responses to all five steps and turn it in.

Steps Toward Personal Vision Statement Development

Step 1: Identify Core Values/Qualities. Develop a list of attributes that you believe identify who you are and what your priorities are. The list can be as long as you need.

Once your list is complete, see if you can narrow your values to five or six most important values. Finally, see if you can choose the one value that is most important to you.

Step 2: Identify Past Successes. Spend some time identifying examples where you have succeeded in recent years. These successes could be at work, in your community, at home, etc.

Try to identify whether there is a common theme -- or themes -- to these examples. Write them down.

Step 3: Identify Contributions. Make a list of the ways you could make a difference. In an ideal situation, how could you contribute best to:

- the world in general
- your family
- your employer or future employers
- your friends
- your community

Step 4: Identify Career Goals. Spend some time thinking about your priorities in life and identify how these can be translated into career goals you have for yourself.

Identify 2 to 3 short term goals (up to three years) and 2-3 long-term goals (beyond three years).

Step 5: Write your "Career Vision" Statement. Based on the first four steps and a better understanding of yourself, write your personal vision statement.

Sample Personal Vision Statement Development

1. Past successes:

- Developed new product features for stagnant product
- Part of team that developed new positioning statement for product
- Helped child's school with fundraiser that was wildly successful
- Increased turnout for the opening of a new local theater company

Themes: Successes relates to creative problem solving and follow through.

2. Core values:

- Hard-working, Creativity, Problem-Solving, Decision-maker, Friendly, Outgoing, Positive, Family-oriented, Honest, Compassionate, Spiritual, Analytical, Passionate

Most important values: Problem-Solving, Creativity, Analytical, Compassionate

Most important value: Creativity

3. Identify Contributions:

- In general: develop products and services that help people achieve what they want in life; have a lasting impact on the way people live their lives.
- Family: to be a leader in terms of personal outlook, compassion for others, and maintaining an ethical code; to be a good mother and a loving wife; to leave the world a better place for my children and their children.
- Employer or future employers: to lead by example and demonstrate how innovative and problem-solving products can be both successful in terms of solving a problem and successful in terms of profitability and revenue generation for the organization.

- My friends: to always have a hand held out for my friends; for them to know they can always come to me with any problem.
- Community: to use my talents to give back to my community.

4. Identify Goals:

Short-term: To continue my career with a progressive employer that allows me to use my skills, talent, and values to achieve success for the firm.

Long-term: To develop other outlets for my talents and develop a longer-term plan for diversifying my life and achieving both professional and personal success.

5. Vision Statement:

To be practical 5 years is too much to dream. I have short term goals and long term goals. My short term goal is fill my cup with experience and sharpen my skills through hard work and focus. Growing from upcoming challenges I would like to be an influential person who makes significant contributions to my workplace.