

VISION

- Vision = defining mission in long run?
 - Ability to predict
 - See opportunities, problems

Wayne Gretzky:

The trick is
“...skating to where
the puck’s going to be,
not where it is.”

St. Louis Post Dispatch,

April 27, 1995:

“Boorum & Pease, a 94-year old company that makes three-ring binders, is closing because its products have been made obsolete by computerization. The firm said Thursday it would close its factory and office complex within ten months, eliminating 106 jobs. Besides making vinyl three-ring binders and recordkeeping books, Boorum also makes columnar accounting ledgers. The company said its products have become almost obsolete because records now are kept on computers. Demand has been slipping for years.”