Before establishing the vision, we need to know our mission.

What do we actually do?

Who do we serve now?

With a clearly understood mission, we can move into thinking about the Really Big Picture to create the vision. Strategic thinking considers changes when everything is a variable.

What major changes will we see in the future?
1. 

2. 

3. 

How will these changes will affect our purpose?
1. 

2. 

3. 

Who will we serve in the future?
In 5 years?

In 10 years?

In 20 years?

What legacy do we want to leave? What do we want to be known for?

If there were no constraints, what would we do?

What is our vision?