

Bicycle Alliance of Minnesota – BikeMN.com

Long-Term Visioning Exercise Worksheets

Thank you for participating in this strategic effort to craft a vision for the *Bicycle Alliance of Minnesota*. Our group's goal is to craft a vision statement that will create a lucid, impactful, inspiring, and focused statement providing clarity for all stakeholders and direct the course of this non-profit on a straight path toward the desired end. A compelling vision will act like a powerful magnet guiding our organization through the challenges and difficulties that lie ahead.

We would like you to complete the worksheet below as the pre-work for discussing and drafting a vision statement at our meeting on Tuesday, September 23th. We would like you to send us your worksheet by **Sunday, September 21st** so that we can gather the input and organize it for our discussions on September 23th.

When completing your worksheet please keep in mind that this is a *long-range vision* for our organization. Your responses should reflect a time horizon of 5 years in the future. *This is how you see our organization in the year 2014.*

Long-Range Vision elements:

Directions: For each of the following, develop a brief, simple phrase.

- a. What will our **primary services** be in five years?

- b. Who will be our **primary customers** in five years?

- c. What will be our **unique and differentiating benefit** in five years?

- d. How big do you see the organization in five years?

Total Members: _____

Total Revenues: _____

Total Staff: _____

- e. What do you perceive our US (Global) **leadership position** will be in 5 years?

- f. What kind of **special factors** (culture/unique approaches) will make our far-future organization a very special experience for volunteers and staff?

Long-Range Vision Determination

Selecting from any combination of the above inputs, please list your Long-Term Vision. Be simple and brief in expressing your concept.

Long-Term Vision Draft:

Thank You!

Please email your completed worksheet to Lisa Austin at laustin@visi.com