

Vision Quest™

Vision Execution Program



**Resource
Development
Systems** LLC

Managing the Human Side of Business SM

Research ◆ *Application* ◆ *Results*

Rising Above Mediocrity!

Mediocrity: The state of being only ordinary, average, or of moderate quality; neither good nor bad; barely adequate; good enough to get by.

Exceptional: Extraordinary; unusually excellent; superior; ***Being the Best!***



Shattered Myths

Myth 12: *Companies become visionary primarily through “vision statements.”*

Reality: *Visionary Companies attained their stature not because they made visionary pronouncements, but because they succeeded in having their core values and purpose permeate the entire organization.*

*From “Built to Last”
Jim Collins and Jerry Porras*

70 percent of CEOs who fail do not fail because their strategy is bad. They fail because their strategy is poorly executed.

In a 1999 *Fortune* cover story, it was concluded that emphasis placed on strategy and vision created a mistaken belief that the right strategy was all that was needed to succeed. It was estimated that in 70 percent of cases of failure that the real problem wasn't necessarily bad strategy, but bad execution. In a separate study it was reported that fewer than 10 percent of effectively developed strategies were successfully implemented.

The organizations that do achieve breakthrough results from the use of strategy are those who have created a solid **focus** and **alignment** of that strategy and then get it implemented!

Strategic Planning is really about creating a compelling **Vision: Purpose, Values, and Goals**, that are all in **alignment** with each other, and then insuring that they are lived throughout the entire organization.

A **Vision** is a powerful and driving force in helping any organization achieve significant success. It not only helps to focus the organization and provide energy to propel it forward, but it provides an emotional connection for employees to become engaged and committed to their work.

Creating a **Vision** often seems magical, mysterious and difficult to grasp. It doesn't, however, have to be that way. Vision does not have to remain elusive and out of reach. Your organization is capable of achieving and creating a compelling **Vision** and bringing it to reality, and we have the process that can help you do that!

Be ♦ Do ♦ Achieve

***To Achieve what you have never had, you must Do what you have never done.
If you do what everyone else is doing, you will get what everyone else is getting.
Most get mediocrity, at best.***

***To Achieve what you have never had, you must Do what you have never done.
To Do what you have never done, you must Be what you have never been.
Know what you need to Be first.***

Then you will know what to Do to Achieve your Goals!



We should focus on the future, not the past. We cannot change the past. While who we are is grounded in the experiences of our past, who we can become and what we can achieve is to be found in the future. It is the future that offers us the potential for change, for growth, and for performance.

Gary Lear

Exceptional Organizations don't become exceptional by accident. It takes a lot of hard work and leadership that is dedicated to focusing and motivating those that they lead. Everyone wants their organization to be exceptional and reap those rewards, but unfortunately, only a few make it happen. If you are going to help your organization excel then you must master these leadership skills.

Our **Vision Quest™** process is designed to be conducted over the course of 9 to 12 months, and gives you the time to put in place a lasting plan and have it implemented throughout your organization. Most high performance, exceptional organizations have taken this long or longer to finalize and implement their strategies that led to their success. Our approach not only keeps you on track, but gives you a process for smoother implementation.

The goals of Vision Quest™ are:

- Create a Preferred Future... a compelling **Vision** for the organization that everyone in the organization can buy into and support by *clarifying* and *aligning* the **Purpose, Values** and **Goals**.
- Determine the **Key Performance Measures** for organizational success.
- Develop an **Action Plan** for implementation and execution of the **Vision**.
- Identify issues that need further **alignment** to support the implementation of the **Vision** throughout the entire organization.



Contact Us Today to Learn More About *Rising Above Mediocrity!*

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Vision Quest™ is a **Seven Elements of High Performance™** Program.

The US Navy has adopted our model for use at the **Center for Naval Leadership** in all of their leadership development programs.



Note: Team Quest™ is a prerequisite for going through the Vision Quest™ process. Contact us for more information on the Team Quest™ program, and why it is so important for your team to complete it first.

9 to 12 Month Vision Quest™ Program Overview

Vision Quest Retreat 1 (2 days off-site)

The Team explores the Purpose, Values, and Goals of the organization. Adjustments are made to any current Vision, or a new Vision is created. The team then begins work on Aligning that Vision throughout the entire organization.

Follow-up Actions

The Team will finalize wording on any adjustments to the Vision, insure that Goal Measures are established and finalized, and begin work on establishing real-time measures.

Review Session 1 Organizational Review

(1/2 to 3/4 day on-site; 4 to 6 weeks later)

The team reviews progress on the Purpose and Values statements, and explores the organizational Culture and how it might impact the implementation of the Vision.

Follow-up Actions

Finalize and share the Purpose and Values Statement throughout the Organization and review Goal measures.

Review Session 2 Vision Alignment

(1/2 to 3/4 day on-site; 4 to 6 weeks later)

The Team explores how to Align the Vision that has been established down through the organization, and action plans are beginning to be discussed.

Follow-up Actions

Finalize REAL Goals™ and their performance measures. An Organizational Scorecard is created.

Re-Assess Team Effectiveness

Vision Execution (1 day; off-site; 4 to 8 weeks later)

The Team explores how to Execute the Vision that has been established, and action plans are created. As part of these action plans, the Vision is reviewed, along with the Organizational Performance Scorecard. Initiatives, Processes, and Systems necessary to support achievement of the Strategic Goals are discussed, and plans to involve everyone in the implementation of the Vision are established.

Follow-up Actions

Begin work on Action Plans for sharing the Vision throughout the Organization
Share the Strategy at all levels
Establish Performance Scorecards throughout the entire organization

Review Session 3 Focus on Strengths

(1/2 to 3/4 day on-site; 6 to 8 weeks later)

The Team begins exploration of the Elements that lead to employee engagement and organizational performance. They learn about Focusing on Strengths to develop mastery and to Accentuate the Positive.

Follow-up Actions

The Team members individually work with their direct reports to establish plans to increase a focus on Accentuating the Positive and Develop employees' Mastery of their jobs.

Review Session 4 Building Personal Responsibility

(1/2 to 3/4 day on-site; 6 to 8 weeks later)

The Team Explores how to Build Personal Responsibility in those that they lead and throughout the entire organization.

Follow-up Actions

The Team members individually work with their direct reports to develop their mastery and to Build Personal Responsibility.

Re-Assess Team Effectiveness

Implementation Follow-up Meeting 3 months Later

Review Progress on Vision Execution and on Key Performance Measures for the Organization and adjust as needed; Reassess and Review Team Effectiveness; Plan Next Steps