# PROFESSIONAL ONE-YEAR VISION WORKSHEET

Use this worksheet as you brainstorm, develop, and refine your Professional One-Year Vision Statement. This worksheet is meant to be a guide, so feel free to employ whatever brainstorming/visioning process you find useful.

## PART I: BRAINSTORMING QUESTIONS

1. What are the major professional (business, organizational, career) goals or objectives you intend to achieve during the next year?

Support launch of Korea with hiring and development of CS Manager and support team.

Partner with Global Service Provider to develop “on the shelf” Customer Service

Maintain more work/life balance

Walk the Talk – Core Values

1. Review the above-listed goals and objectives and determine whether all the essential dimensions (tangible and intangible) are represented: financial performance, systems, infrastructure, technology, individual and team performance, accountability, capability enhancement, morale, culture, and so on. List any additional goals and/or objectives needed to ensure that all necessary dimensions have been addressed.
2. What primary overarching strategies, approaches, or themes do you intend to employ during the next year to achieve success (as defined by your above goals and objectives)? Feel free to list three or four overarching themes, but try to stay high-level and avoid re-stating specific goals.

Overarching Approaches: Drama Triangle, 2x2, Attention Management

Overarching Themes: Balance, focus on Strategy, Determined, Teamwork

1. Considering all of your previous answers, what three to five key elements will ultimately determine success for your organization during the next year? Put another way, how will you know that the year was successful?

Strong Corporate Korea Customer Service Manager and Support Team

A 3rd party service provider will be operational supporting US, Canada and Korea

Family relationships strengthened and commitments met

Member of a high performance department and company

1. Considering all of the above, in summation, what do you envision you will have achieved professionally – (ideally), at the end of the next year? Put another way, assuming you accomplish all of your crucial one-year objectives, what will that look like?

Global Customer Service capable of delivering international Customer Support with a focus on work/life balance.

Providing “On The Shelf” Customer Service to support subsequent country launches in very short timeframes.

## PART II: AGGREGATING KEY IDEAS INTO A COHERENT DESCRIPTION OR “STORY”

In this step, take your answers to the questions in Part I and aggregate them into a coherent overall description of your one-year vision. Pull the key concepts together into a coherent description of how you see your success one year out. Remember that effective vision descriptions are like telling a story (about the future) or painting a picture (with words).

The Vision of Nerium International’s Customer Service organization is to provide Global Customer Support to our Family of Brand Partners, Customers and staff, with a constant focus on our culture.

## PART III: FIRST DRAFT OF VISION STATEMENT (LONGER VERSION)

Next, edit your description into a well-crafted vision statement. This is an opportunity to fine-tune the language you originally used into descriptions that are more clear and compelling. (Experience shows, each time a leader rewrites or edits a vision statement, it gets better. So take the time to do the multiple versions this worksheet recommends. You may want to allow a day or more between revisions to give yourself time to reflect on the concepts contained within.)

Our Vision is to provide World Class Global Customer Service to our Family of Brand Partners, Customers and staff, with a constant focus on our culture across all Customer Support Centers.

## PART IV: SECOND DRAFT OF VISION STATEMENT (CONCISE VERSION)

Finally, revise your vision statement once more to make it even more concise. Many of the best vision statements have only three to five sentences (short paragraph) yet contain the essence of the vision conveyed in the long-form vision descriptions.

© 2004 Stagen Leadership Institute