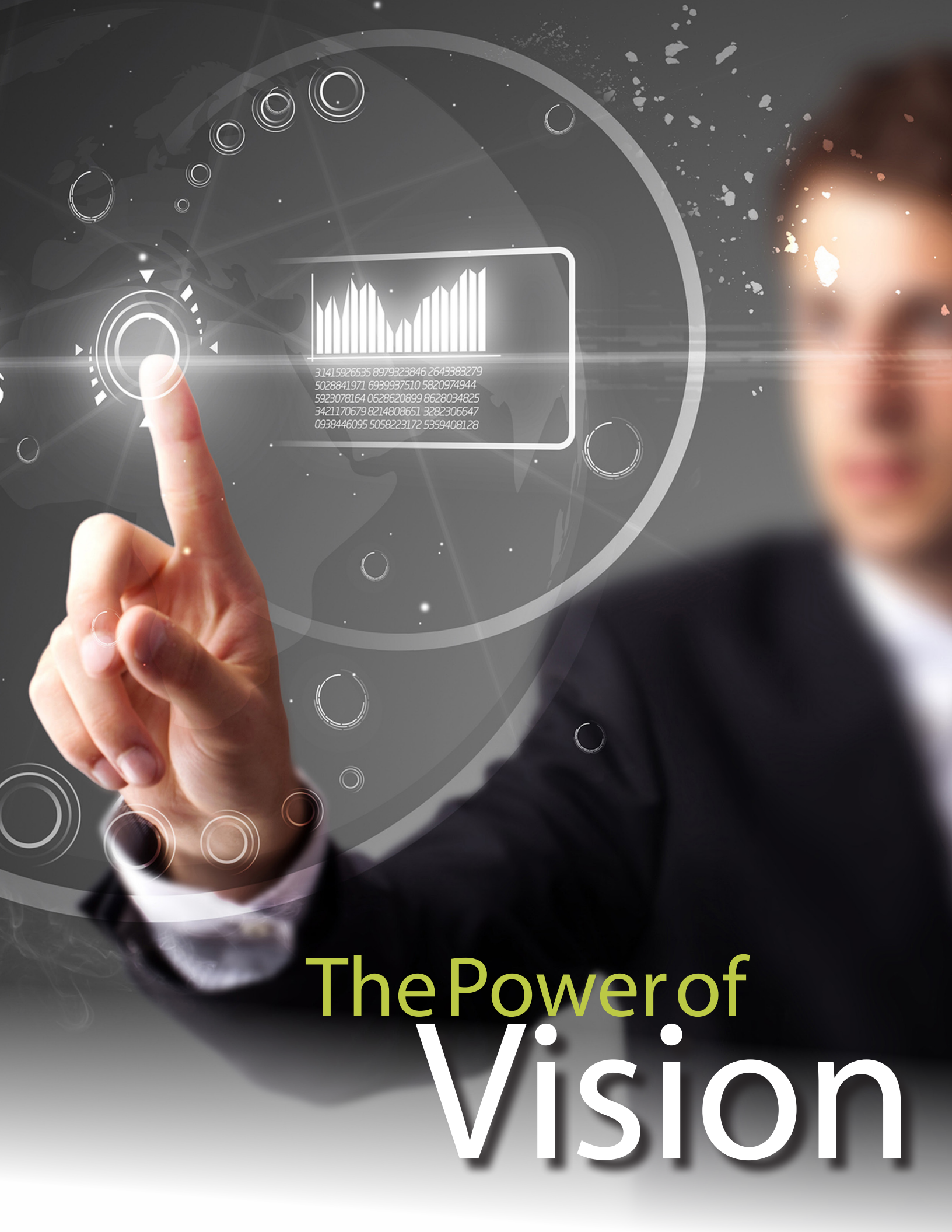




THE POWER OF VISION



FOR TODAY'S
LEADERS



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The Power of Vision



VISION defines who you are and determines where you're going. It motivates and inspires the "how" portion of the journey. Vision is knowing what you want and being clear about where you're headed.

TRANSCENDING "WHAT IS"

Everything that exists was first created in the mind. All that we have and know had to be thought before it became reality. Vision is the process of taking those ideas and transforming them into something tangible. It is going beyond what already exists and what we already know to create something new. Most importantly, vision helps us define the process of how to get from mind to reality.

CLARITY

Being clear about our goals is the first step to achieving them. Without proper definition of what we want, it will be easy to get lost along the journey to success. Being able to communicate our desires effectively to others, especially those that can help us reach them, is also a crucial skill. Clarifying what we want to accomplish, why it is important and how we will get there will help us remember why we started our journey in the first place. When our path grows narrow these defined points will help us refocus on specific tasks that will help us achieve our goals.

VALUE

It is important to remember why our goal is important to us. Clarity can help us put these thoughts to paper, while values help us evaluate why it is we want to accomplish each goal. Why do they matter to us personally? Why are we motivated to achieve them? Without realistic answers to these questions, it will be difficult for us to find the motivation to see our goals to the finish line.

FAITH

Once we have clearly defined what we want, and evaluated why it is important to us to attain it, we must have the faith to know we can get there. Without belief in our abilities, talents and capabilities, we will have little motivation to achieve our desires.

ALL IN THE ATTITUDE

"Your attitude, not your aptitude, will determine your altitude," Zig Ziglar said. It is this mindset that is crucial to the success of our vision. Without a positive outlook, our dreams have little room to grow. It is attitude that separates those who have vision from those who do not.

No matter the reasons, not living from vision has its consequences. We forfeit control of our destinies to circumstances and other people. It is like taking us out of the driver's seat of life and simply going along for the ride.

**"THE EMPIRES OF THE FUTURE ARE THE EMPIRES OF THE MIND."
-Winston Churchill**

