

WOMEN KICKING GLASS TOOLKIT

PERSONAL VISION ROADMAP

This roadmap will provide the tools and step by step process to develop your personal leadership vision which you can use to guide your career and life decisions. A vision statement is a powerful tool you can use throughout your career to keep your life on course and keep you focused on the kind of woman leader you want to be!

Pattie Grimm

Author, Speaker, Master Training, Coach and Women's Advocate



Personal Leadership Roadmap

"Vision without action is a dream ...

Action without vision merely passes the time ...

Action with vision can change the world!

Joel Barker ~ The Power of Vision

Creating a personal leadership vision is a way to create a roadmap you can use throughout your career to keep you on course. Your vision statement is your guide and your plan for success. Your vision statement is one of the tools you can use to become the woman leader you want to be.

Everyone experiences career ups and downs, and I certainly did 😊. The important thing is to have something you can count on to adjust when needed and keep heading in the right direction. There's an old saying ... *it's not how far you fall that count; it's how high you bounce back.*

I tell my clients and the attendees at my keynote presentations, training sessions, and webinars ...

"If you're feeling lost or like your career and life are spinning off course, use your leadership vision to get you back on track.

In other words, ... when the going gets tough ...reach for your vision!"

A Bit of History of Vision

You probably hear people talk about someone who is a visionary leader. Someone who rises above the crowd and seems to have the insight to plan for the future or know what is coming. A person who remains calm, cool, and collected even in the most challenging times. A person who inspires others to act and is the leader you want to be.



Note – if you aren't interested in history, you can skip this part 😊



History -- The oldest origin of the concept comes from a Dutch scholar studying why some nations with limited resources became the powerhouse nations that ruled the world for some time. He looked at Egypt, Greece, Rome, and the Dutch, who ruled the seas for many years. These nations did not have natural resources (land, people, power, or military) to become #1, and yet they did it. The one thing they all had in common was they had a vision of what they could be. They had the power to inspire and connect their people to this vision, and therefore, they achieved it. You can find more modern examples of vision in the United Kingdom and the United States.

Man's Search for Meaning – Dr. Viktor Frankl was a doctor during the time of Nazi German and happened to be Jewish. He chronicled his experiences as a prisoner in Nazi concentration camps during World War II. Dr. Frankl discovered that all the surviving prisoners had one thing in common. They had a compelling vision of life after they were released. He concluded that identifying a purpose in life to feel optimistic about and clearly imagining the outcome made a difference and a reason to live. According to Frankl, the way a prisoner imagined the future affected his longevity was to have a vision. Dr. Frankl's book is called *Man's Search for Meaning*.



Put a Man on the Moon by The End of Decade – When John Kennedy was president, he challenged the nation and the team at NASA with his powerful vision to *"put a man on the moon by the end of the decade."* At the time, Nasa was a perfect example of a dysfunctional team with low trust and limited resources to achieve this vision. America was behind the Russians in the space race, yet President Kennedy had a vision. Despite the challenges at the time, the US achieved the vision. The US put the first man on the moon in July of 1969, 6 months ahead of Kennedy's vision.

Sports – Jean-Claude Killy was a French skier during the 1968 Olympics. He was not picked to win the gold medal, but he did. Before the gold medal race, Jean-Claude could be seen sitting at the top of the course with his eyes closed and moving from side to side. He would continue to move side to side with his eyes closed and, in the end, would raise his arms in victory. After he won the gold medal, a reporter asked Jean-Claude what he was doing at the top of the mountain since the race had not started yet. Jean-Claude responded, *"I was envisioning winning the gold medal and celebrating my success."* Today you see or hear athletes talk about how they use their vision to be successful.

Business – There are thousands of examples of business leaders and companies with vision statements. Most companies worldwide have a vision statement of some kind. One example is Steve Jobs of Apple, who had a vision *"to change the way the world works."* At the time, Apple was a small company with no chance of beating the big guys like IBM. Nevertheless, apple changed how the world works and now dominates the market in many areas. The second example is Mary Kay Ash, who founded Mary Kay cosmetics. She started her company in Dallas, Texas, to create a company where women could be independent and earn their own money, and *"every woman could feel beautiful."* She did both.

What is the Vision?

So, what is a vision? A vision is a statement that is fundamentally better than what exists today. It is a picture or an image of a future state which countries, organizations, and people use to inspire action and to stay on course. In short, a vision is,

"Vision is knowing who you are, where you're going and what will guide your journey."



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Personal vision

- ❖ A statement about who you want to be
- ❖ A future desired state for your life
- ❖ A roadmap to guide your "why"
- ❖ A signpost to keep you on track
- ❖ A gauge to align your actions
- ❖ A compass to keep you on track

Patte Grimm (e) pattegrimm@live.com (p) 949.304.0800 (w) http://www.advantage-training.com

Why do I Need one, and How can a Personal Vision Help me?

The most important thing about having a personal vision statement is that it will empower you to become the woman leader you want to be. It will help set you in the right direction, wherever you are in your career. It will keep you on the course when the going gets tough,

A vision will help you:

1. Clearly define the kind of woman you want to be
2. Inspire you to take action to become a great woman leader
3. Keep you focused, especially when the going gets tough
4. Be a roadmap or your personal compass to keep you on course
5. A way to guide your actions to be the best you can be
6. Motivate others around you



Watch my SUE Talk, Failing Forward with Vision, to hear my story. *

**Note- A SUE Talk is a Ted Talk for women started by my friend Michelle Bergquist of Connected Women of Influence in San Diego, Orange County, and Los Angeles. SUE stands for Super Unstoppable Empowered Women Changing the World*

<https://youtu.be/LthVKZVDAE4>

Vision Roadmap and Steps

Let me describe the process I used to create my vision statement to help you get started (or you can watch the U Tube video above). Please feel free to modify and adjust this process to work for you!

For many years, I taught companies about the importance of creating a vision statement for their companies to help them stay on the course, inspire employees and become more successful. Then, I was sitting in a training meeting one day, and the presenter said if companies have visions ... leaders need to have personal visions to guide their actions and help them stay on course.

The presenter told us our personal vision should be concise – usually between 10 – 12 words- and should fit on a business card. He said the statement should reflect the kind of leader I wanted to be and the leadership legacy I want to leave on the world.

I was at a point in my career when I had some excellent successes. After all, I became one of the first and youngest women Vice Presidents for a major Bank. In addition, I was running my own company. But I was stuck and unsure what my next career move should be. So I thought about the presenter's words and committed to writing my personal vision.

So, here was my journey ...

1. I decided to take some time to craft my vision statement. So I took my favorite pen and journal and headed to my favorite peaceful spot. At the time, I was living outside of Seattle, Washington, so I headed to Lake Washington since it was my special place that inspired me and brought me peace.



2. As I sat on a rock on the shores of Lake Washington, I closed my eyes and imagined I was sitting on the Ellen Show five years in the future, surrounded by my friends, family, co-workers, employees, and bosses.
3. I imagined the words I heard and sensed their caring feelings for Ellen and me. So here are some of the words I heard...

Made a difference	Dedicated
Passionate and compassionate	Excellence
Caring and giving	Trustworthy
Empowering	Developer of people
Strong and Assertive	Talented
Tenacious	Collaborator
Enthusiastic	Team player

I repeated these three steps at least once a week for about a month. Then, at the end of the month, I decided to create my vision statement, which is ...

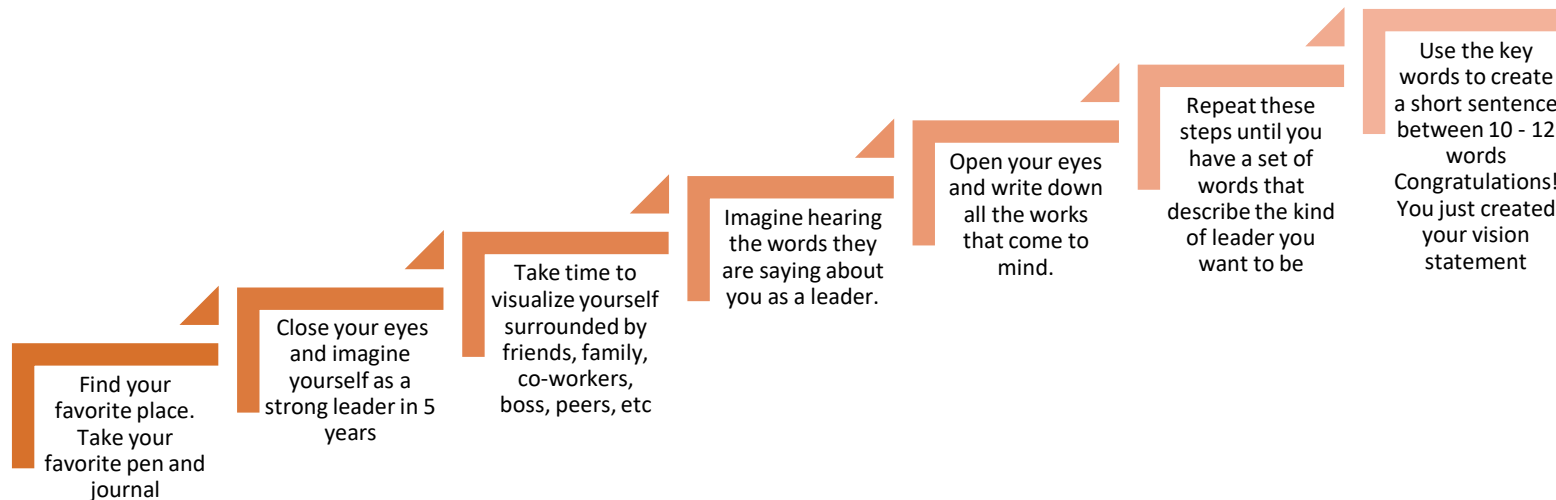
"To make a difference and empower women and girls to be the best they can be in any endeavor they choose!"

I decided to take the essence of each word and create my vision statement, which I use today to decide on the types of clients I work with and the projects I choose to take on. My work has been inspiring and powerful whenever I've stayed true to my vision.

Two times in my career, I took on a project or job that did not fit my vision. I was miserable. The project got done well, and the client was happy, but I knew I was taking the project for the wrong reasons. No matter how successful the project was in the eyes of others, I knew ... I was not going to make a difference, and most importantly, I was not living my vision.



Here is a summary of the steps to make it easy to follow.



Now ... it's your turn!

**A WOMAN WITH A VISION
EMPOWERS AN EMPIRE
OF WOMEN
TO DO MORE,
SEE MORE
AND BE MORE.**