



DEVELOP YOUR VISION

LEVEL 5 PROJECT



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INTRODUCTION



A vision can be described as a dream for the future—a clear, comprehensive snapshot of where you or your organization want to be. A vision may be a broad statement based on imagining the best outcomes if anything were possible. It doesn't necessarily take into account the steps necessary to achieve it.

In this project, you will develop a vision for your work or personal life, outline the achievable tasks that will move you toward your vision, and write a speech about the process. You will present your vision to your audience using succinct, memorable, and active language.

YOUR ASSIGNMENT

Purpose: The purpose of this project is to develop a detailed vision for your personal life, professional life, or an organization.

Overview: Develop a vision and present it at a club meeting in a 5- to 7-minute speech. Establish a timeline for implementing your plan using the resources included in this project. Deliver another 5- to 7-minute speech at a later meeting to present your plan to bring your vision to fruition. Submit your signed Project Completion Form on page 24 to the vice president education to show you completed all resources included in the project.

For all assignment details and requirements, review the Project Checklist on page 12.



Throughout this project you will see icons in the margins next to the text. These icons indicate additional resources available online.



Video: Sign in to Base Camp to watch a video that supports this project.



Interactive Activity: Sign in to Base Camp to complete an interactive activity.



Resource: Sign in to Base Camp to view this resource online.

ASSESS YOUR SKILLS

Evaluate your current skill level by rating each statement.



Select the appropriate number based on your skills today:

5
EXEMPLARY

4
EXCEL

3
ACCOMPLISHED

2
EMERGING

1
DEVELOPING

Pre-Project					Statement	Post-Project				
5	4	3	2	1	I understand the guidelines for developing a vision for my professional or personal life.	5	4	3	2	1
5	4	3	2	1	I can organize important information about my vision into a simple and easy-to-follow format to share with an audience.	5	4	3	2	1
5	4	3	2	1	I am confident when presenting my vision to an audience.	5	4	3	2	1
5	4	3	2	1	I communicate the value of my vision.	5	4	3	2	1
5	4	3	2	1	I can explain actionable steps to achieve the desired vision.	5	4	3	2	1
5	4	3	2	1	I recognize how this project applies to my life outside of Toastmasters.	5	4	3	2	1

COMPETENCIES

The following is a list of competencies that you will learn and practice in this project.

- Develop a vision for your professional or personal life.
- Organize the proposed vision into several achievable tasks.
- Develop a timeline and a plan for implementing your vision.
- Relate your message in succinct, memorable, and active language.

IDENTIFY YOUR VISION

A vision is your broad, conceptual ideal for the future, created without limits. Examples of visions could be:

- **Toastmasters Club Vision:** “Every club has an environment that is consistently positive and supportive of all members.”
- **Personal Vision:** “Lead a life in which I am constantly learning.”
- **Business/Career Vision:** “Reach a global market with offices on every continent.”

Depending on the vision you choose to create, you may need to do substantial research on your own to develop all the aspects of your vision and to help you prepare your vision plan. There is a wide variety of information available to guide you regardless of your vision. You can review the available books at a library, interview someone who has fulfilled or is fulfilling a similar vision, research online, or seek out any other source that will help you. The following points can support you in the process of developing your vision and clarifying the information you need. Take the time to consider each section.

ENVISION EVERY DETAIL

Be specific about what you want. Consider every detail of your envisioned future for yourself or for your organization.

For example, if your professional vision is to work with people around the globe, you could imagine yourself in a hotel or office complex training the staff members of your organization's newest international office. Imagine the sights and sounds of the city. Envision the look of the meeting room and the number of people attending the training event.

Consider what you would choose to wear. In your vision, describe the environment you build around you. Is it casual or formal? Are your offices in a traditional building or does most of your staff work from remote locations? Imagine how you will feel and what you will think in every situation—in the board room and the airport, walking along the sidewalk or riding in an elevator.

Painting a mental picture with as many details, both physical and emotional, as you can imagine will help you build a comprehensive vision plan.

CREATE AN IDEA MAP

Just as there are many ways to research the components of your vision, there are many options for galvanizing your ideas for a new vision. Brainstorming is a great activity for collecting ideas and isolating the core of an issue. You may choose to work with a confidant or two to help you think of ideas. When you are working alone, it can be challenging to look at all of your ideas and find a way to hone them down to the most concise reflection of your vision.



In order to provide a place to organize your ideas and thoughts, use the Idea Map Worksheet on page 19 to record your thoughts. The more information you include, the easier it is to identify your most authentic vision.



DEVELOP YOUR VISION

BE AUTHENTIC

It can be tempting to create a vision that reflects what you believe others want for or expect of you rather than honoring your most authentic self. It is highly unlikely that a vision built around others' goals or expectations will ever come to fruition. If it does, it is likely to be an empty accomplishment that does not reflect what you most wanted or dreamed.

Being authentic means honestly assessing what you really want and recognizing what you value enough to apply the energy and drive required to see your vision through to accomplishment.

Clearly state the reasons you want your vision to be true. Look at how it fits with the rest of your life and define why your envisioned future appeals to you. As you consider if you are willing to spend the time and resources required to make your vision a reality, describe how you will feel when you have achieved your vision and be sure it is actually what you imagine when you think of your future self.

BE CREATIVE

The process of developing your vision is creative. Look beyond possessions or monetary rewards and instead, focus on challenging yourself to create a vision that enhances many areas of your life and is uniquely yours. Focusing your vision primarily on financial gain, even when it relates to a business or organization, can limit your potential rather than broaden it.

For example, perhaps you run a retail company and your vision involves tripling your market share from your current position. If you focus only on market share, you may miss potential opportunities such as expanding product lines or improving customer loyalty, both of which might be of higher value in the future for you and your organization.

Taking time to develop your vision and allow for creative solutions and goals to create a multilayered vision will enhance the process and help you identify what is most important over time.

PUT YOUR VISION IN WRITING

When creating your vision, record all of your thoughts and ideas. The smallest notion can lead to an expansive possibility. Ignore any concerns over the attainability or feasibility of an idea. Write them all down, even those that are currently out of reach or seem impossible. List your ideas without any limitations.

Keeping a record of your thoughts helps to clarify your vision and brings unformed ideas together for you to review and consider as you begin organizing your vision plan.

PREPARE YOUR FIRST SPEECH

At this time, prepare a speech to share your vision. You do not need to be concerned with planning or implementing at this time. You are sharing your vision with others to show your progress and hold yourself accountable for beginning the process.

As you write your speech, consider how to effectively convey your vision. Focus on concepts that are relatable to your audience while sharing the thoughts behind your vision to help you write a speech that is engaging and true to your project. If your vision is for an organization, relate the impact of the vision to your personal life and the lives of the others in the group.

FOCUS YOUR VISION

CREATE A VISION

Once you have created a vision, define practical steps to bring your ideal outcome to fruition. Use the following elements to create a plan.

VISION PLAN



Plan

When planning, take into account your personal style or the interests of your organization. Your plan may change as circumstances do. Keep it flexible to provide a framework for reaching your envisioned future.

Goal

A goal is a singular item you wish to accomplish with a clearly defined end-date. Set your goals to accomplish your objectives.

Using Toastmasters as an example:

- Your vision is to build a club where every member meets her personal goals.
- As a part of your plan, your objective is for each member to define his personal goal.
- Your goal within that objective is to make contact with each club member within two weeks and collect all written goal statements in 30 days.

Strategy

A strategy is a set of actions you take to accomplish your goals and your objective. In the Toastmasters example, a strategy for meeting your goal could be to email or phone each member and provide what they need to generate a personal goal statement.

By organizing your plan in the objective-goal-strategy framework, you can create the groundwork for accomplishing your vision.

ACCOMPLISHING YOUR VISION

BUILD A SUPPORT SYSTEM

Identifying people to help guide and support you as you move through the process of bringing your vision to reality can make an important difference in your ability to succeed. Consider finding a mentor or a group of peers that shares a similar vision. If you are unable to connect with an established group of like-minded people, start one.

SET LONG-TERM GOALS

Once you have your vision in place, step back and look at the long-term goals required to make your vision a reality. Focus on the goal, not the time frame. Use the Goal Setting Worksheet on page 21 to list your goals.



DIVIDE YOUR GOALS INTO MANAGEABLE TASKS

After your vision is divided into a set of long-term goals, refine them down to achievable tasks. Depending on the size of your vision, you may focus on one or two goals. Break the goals down into achievable steps.

Use the Goal Task List on page 22 to organize accomplishable steps. You may choose to organize your list by time, or task. Choose a form that is most effective for you and your organizational style.



When you have your vision, goals, and tasks divided, establish a timeline. Start with the smallest, most accomplishable tasks and add them to your plan. Identify what you can accomplish in a week to three months, then six months to a year. List what you will do to move you toward accomplishing your long-term goals.

Use your timeline to establish the amount of time required to accomplish the steps included in your plan. Separate the goals into short-term, medium-term, and long-term. The length of the time you need to accomplish your goals and eventually fulfill your ideal depends on the scope of your vision. Many people find the use of a five-year plan effective, though yours may be two years or even ten. Use the Vision Plan resource on page 23 to organize your tasks and goals into a timeline.



RECOGNIZE THE NEED TO BE ADAPTABLE

When you create your vision, set your goals, and divide your goals into tasks, know that they are there to guide your choices, not limit them. Understand that your current view of the path ahead may change as time passes, but your vision doesn't need to. When choices have to be made, let your vision serve you.

By developing a far-reaching vision that is not connected to current circumstances or limitations, you create a point of reference for your plans. Look to your vision to help you make decisions that move you closer to your ideal future.

COMMUNICATE YOUR VISION

Once your plan is developed, it is time to share how you will bring your vision to fruition. Every time you communicate during the process of developing and implementing your vision, you make yourself accountable and give others the opportunity to provide feedback and support.

PREPARE YOUR SPEECH

Preparation is key to the success of any presentation. Regardless of the vision you created, include your inspiration. Describe the process you used to develop your vision and create your plan.

Present your plan, objectives, goals, and strategies. Visual aids can be very helpful when you communicate the steps of your process.

REVIEW AND APPLY

Before you complete the assignment, take a moment to read through the questions you see here. If you are not able to answer them comfortably, review the project.

- What did you learn about developing a vision for your professional or personal life?
- What steps will you take to organize your vision into achievable tasks?
- How will you use the resources included in this project to help you organize your vision and make a plan for implementation?
- Have you defined your vision in succinct, memorable, and active language?

COMPLETE YOUR ASSIGNMENT



Now that you have read through the project, plan and prepare your speech or report.

Review: Return to page 3 to review your assignment.

Organize: Use the Project Checklist on page 12 to review the steps and add your own. This will help you organize and prepare your assignment.



Schedule: Work with the vice president education to schedule your speech.

Prepare: Prepare for your evaluation. Review the evaluation resources on pages 14–18 and share all resources with your evaluator before your speech. You may choose to share your evaluation resources online.



PROJECT CHECKLIST

Develop Your Vision

Purpose: The purpose of this project is to develop a detailed vision for your personal life, professional life, or an organization.

Overview: Develop a vision and present it at a club meeting in a 5- to 7-minute speech. Establish a timeline for implementing your plan using the resources included in this project. Deliver another 5- to 7-minute speech at a later meeting to present your plan to bring your vision to fruition. Submit your signed Project Completion Form on page 24 to the vice president education to show you completed all resources included in the project.

This project includes:

- Developing a vision and establishing a plan to implement it
- The Idea Map Worksheet
- The Goal Setting Worksheet
- The Goal Task List
- The Vision Plan resource
- Two 5- to 7-minute speeches
- The Project Completion Form

Below are tasks you will need to complete for this project. Please remember, your project is unique to you. You may alter the following list to incorporate any other tasks necessary for your project.

Develop your vision.

Schedule your first speech with the vice president education.

Write your speech.

Rehearse your speech.

Present your first speech to your club.

Create a plan for bringing your vision to fruition.

After you have created your plan, schedule your second speech with the vice president education.

Write your second speech.

Rehearse your second speech.

Following the delivery of your second speech, submit your Project Completion Form to the vice president education to verify you completed all project resources.

After you have completed all components of the assignment, including your speeches, return to page 4 to rate your skills in the post-project section.

EVALUATION FORM

Develop Your Vision—First Speech

Member Name _____ Date _____

Evaluator _____ Speech Length: 5 – 7 minutes

Speech Title

Purpose Statements

- The purpose of this project is for the member to develop a detailed vision for his or her personal life, professional life, or an organization.
- The purpose of this **first speech** is for the member to share some aspect of his or her vision.

Notes for the Evaluator

The member completing this project has spent time developing a vision for his or her personal life, professional life, or an organization.

About this speech:

- The member will deliver a well-organized, engaging speech to share his or her vision.
- The member may include information about the process of developing his or her vision or the benefits of bringing it to fruition.
- The speech may be humorous, informational, or any style the member chooses.
- The speech should not be a report on the content of the “Develop Your Vision” project.

General Comments

You excelled at:

You may want to work on:

To challenge yourself:

For the evaluator: In addition to your verbal evaluation, please complete this form.

5 EXEMPLARY	4 EXCELS	3 ACCOMPLISHED	2 EMERGING	1 DEVELOPING	
Clarity: Spoken language is clear and is easily understood					Comment:
5	4	3	2	1	
Vocal Variety: Uses tone, speed, and volume as tools					Comment:
5	4	3	2	1	
Eye Contact: Effectively uses eye contact to engage audience					Comment:
5	4	3	2	1	
Gestures: Uses physical gestures effectively					Comment:
5	4	3	2	1	
Audience Awareness: Demonstrates awareness of audience engagement and needs					Comment:
5	4	3	2	1	
Comfort Level: Appears comfortable with the audience					Comment:
5	4	3	2	1	
Interest: Engages audience with interesting, well-constructed content					Comment:
5	4	3	2	1	
Topic: Shares some aspect of his or her vision					Comment:
5	4	3	2	1	

EVALUATION FORM

Develop Your Vision—Second Speech

Member Name _____ Date _____

Evaluator _____ Speech Length: 5 – 7 minutes

Speech Title _____

Purpose Statements

- The purpose of this project is for the member to develop a detailed vision for his or her personal life, professional life, or an organization.
- The purpose of this **second speech** is for the member to share some aspect of the plan to implement his or her vision.

Notes for the Evaluator

During the completion of this project, the member spent a significant amount of time developing a vision as well as creating a plan to bring that vision to fruition.

About this speech:

- The member will deliver a well-organized, engaging speech to share his or her plan to implement the vision.
- The speech may be humorous, informational, or any style the member chooses.
- The speech should not be a report on the content of the “Develop Your Vision” project.

General Comments

You excelled at:

You may want to work on:

To challenge yourself:

For the evaluator: In addition to your verbal evaluation, please complete this form.

5 EXEMPLARY	4 EXCELS	3 ACCOMPLISHED	2 EMERGING	1 DEVELOPING	
Clarity: Spoken language is clear and is easily understood					Comment:
5	4	3	2	1	
Vocal Variety: Uses tone, speed, and volume as tools					Comment:
5	4	3	2	1	
Eye Contact: Effectively uses eye contact to engage audience					Comment:
5	4	3	2	1	
Gestures: Uses physical gestures effectively					Comment:
5	4	3	2	1	
Audience Awareness: Demonstrates awareness of audience engagement and needs					Comment:
5	4	3	2	1	
Comfort Level: Appears comfortable with the audience					Comment:
5	4	3	2	1	
Interest: Engages audience with interesting, well-constructed content					Comment:
5	4	3	2	1	
Topic: Shares some aspect of his or her vision plan					Comment:
5	4	3	2	1	

EVALUATION CRITERIA

Develop Your Vision

This criteria lists the specific goals and expectations for the speech. Please review each level to help you complete the evaluation.

Clarity

- 5 – Is an exemplary public speaker who is always understood
- 4 – Excels at communicating using the spoken word
- 3 – Spoken language is clear and is easily understood
- 2 – Spoken language is somewhat unclear or challenging to understand
- 1 – Spoken language is unclear or not easily understood

Vocal Variety

- 5 – Uses the tools of tone, speed, and volume to perfection
- 4 – Excels at using tone, speed, and volume as tools
- 3 – Uses tone, speed, and volume as tools
- 2 – Use of tone, speed, and volume requires further practice
- 1 – Ineffective use of tone, speed, and volume

Eye Contact

- 5 – Uses eye contact to convey emotion and elicit response
- 4 – Uses eye contact to gauge audience reaction and response
- 3 – Effectively uses eye contact to engage audience
- 2 – Eye contact with audience needs improvement
- 1 – Makes little or no eye contact with audience

Gestures

- 5 – Fully integrates physical gestures with content to deliver an exemplary speech
- 4 – Uses physical gestures as a tool to enhance speech
- 3 – Uses physical gestures effectively
- 2 – Uses somewhat distracting or limited gestures
- 1 – Uses very distracting gestures or no gestures

Audience Awareness

- 5 – Engages audience completely and anticipates audience needs
- 4 – Is fully aware of audience engagement/needs and responds effectively
- 3 – Demonstrates awareness of audience engagement and needs
- 2 – Audience engagement or awareness of audience requires further practice

- 1 – Makes little or no attempt to engage audience or meet audience needs

Comfort Level

- 5 – Appears completely self-assured with the audience
- 4 – Appears fully at ease with the audience
- 3 – Appears comfortable with the audience
- 2 – Appears uncomfortable with the audience
- 1 – Appears highly uncomfortable with the audience

Interest

- 5 – Fully engages audience with exemplary, well-constructed content
- 4 – Engages audience with highly compelling, well-constructed content
- 3 – Engages audience with interesting, well-constructed content
- 2 – Content is interesting but not well-constructed or is well-constructed but not interesting
- 1 – Content is neither interesting nor well-constructed

Topic (first speech only)

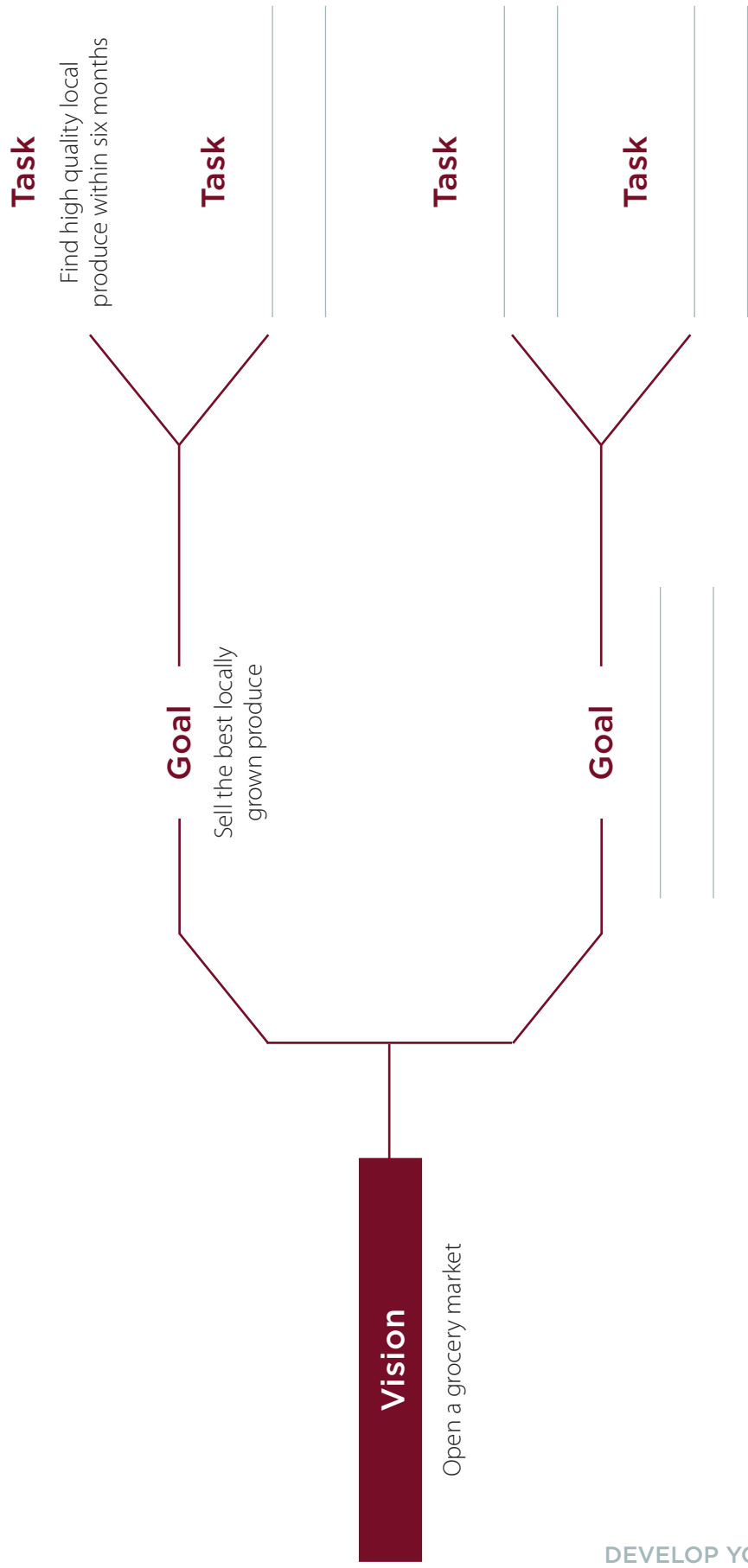
- 5 – Delivers an exemplary speech about some aspect of his or her vision
- 4 – Delivers a compelling speech about some aspect of his or her vision
- 3 – Shares some aspect of his or her vision
- 2 – Mentions some aspect of his or her vision, but does not fully address
- 1 – Speaks on a topic other than his or her vision

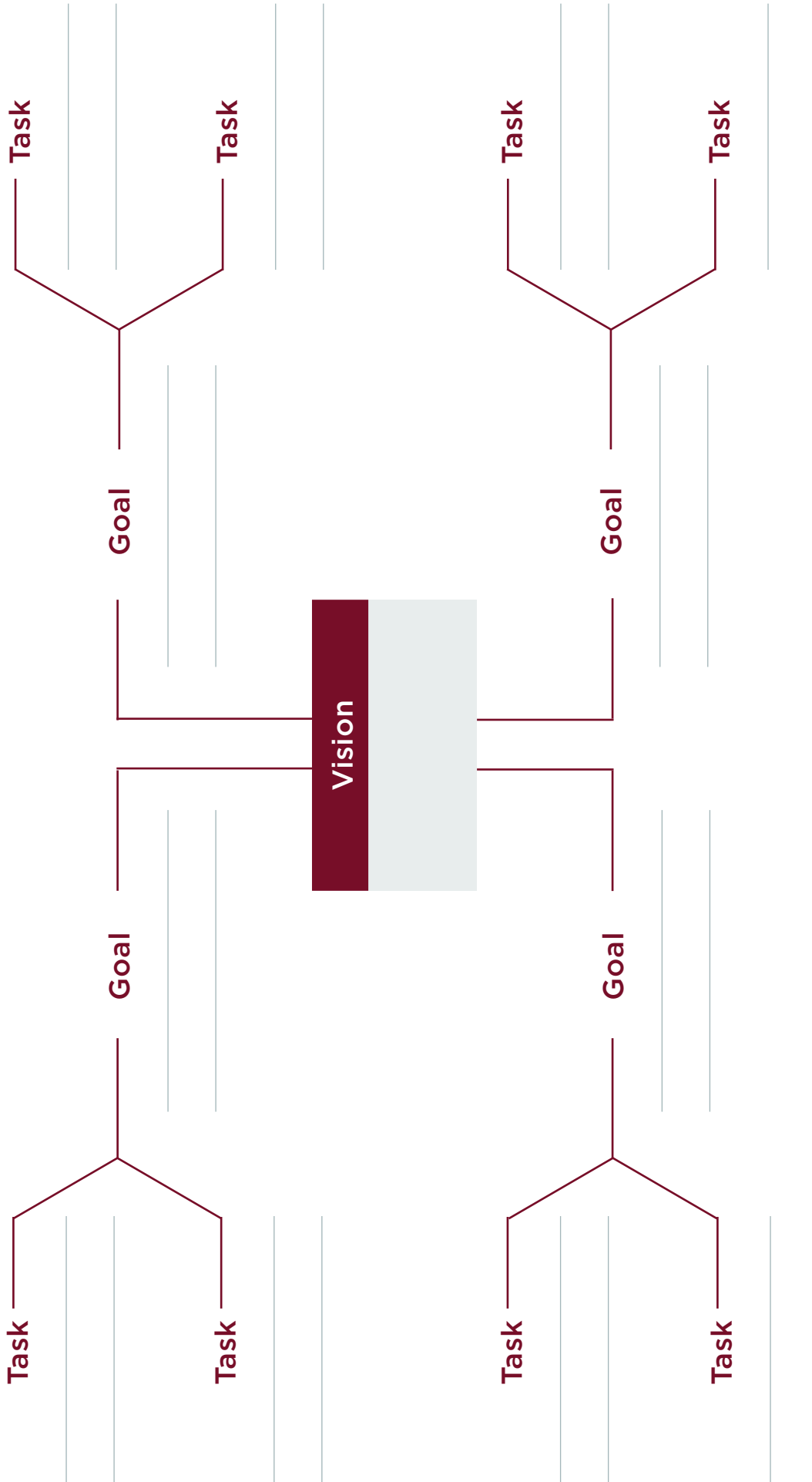
Topic (second speech only)

- 5 – Delivers an exemplary speech about some aspect of his or her vision plan
- 4 – Delivers a compelling speech about some aspect of his or her vision plan
- 3 – Shares some aspect of his or her vision plan
- 2 – Mentions some aspect of his or her vision plan, but does not fully address
- 1 – Speaks on a topic other than his or her vision plan

IDEA MAP WORKSHEET

Idea maps can help you organize your thoughts and ideas when you brainstorm your vision. Below is a sample branch from an idea map. The second page of this worksheet contains a blank idea map. Use the blank idea map, or create your own, to help you complete your assignment.





GOAL SETTING WORKSHEET

Use this resource to state your vision and formulate the goals you need to accomplish to bring your vision to fruition. Label your goals long-term, medium-term, and short-term. Clearly define what you consider long-, medium-, and short-term to establish a rough timeline.

Vision

Long-term Goals	Timeframe for long-term goals:
Goal	
Goal	
Goal	

Medium-term Goals	Timeframe for medium-term goals:
Goal	
Goal	
Goal	

Short-term Goals	Timeframe for short-term goals:
Goal	
Goal	
Goal	
Goal	

GOAL TASK LIST

A goal is a singular item you wish to accomplish with a clearly defined completion date. Use the following form to divide goals into achievable tasks.

Goal: _____

Task	Timeframe

Goal: _____

Task	Timeframe

VISION PLAN

Use this resource to collect your vision, goals, and tasks into a single document. You may also add deadlines and milestones to help you meet the goals you have set to reach your vision.

Vision	
---------------	--

Goal: _____

Task	Description	Deadline	Notes

Goal: _____

Task	Description	Deadline	Notes

PROJECT COMPLETION FORM

I completed all components of my "Develop Your Vision" project, including the Idea Map Worksheet, Goal Setting Worksheet, Goal Task List, and Vision Plan resources.

Member Name _____

Member Signature _____ Date _____



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