

TOOL 5.1

Questions to Help You Get Stakeholders to Buy Into the Vision

1. What does this audience most want to hear? How can the vision statement appeal to, address, or satisfy that desire?
2. If your vision is presented in story form, rather than as a declarative statement of intention, how clearly will this audience identify themselves as vital characters in it? How can their character roles be clarified further and brought to life more fully?
3. In which aspects of the vision statement will this audience find inspiration? How can you maximize the inspirational quality?