

# VISION CREATION™ PROCESS

Name: \_\_\_\_\_

Date: \_\_\_\_\_

## CLARITY OF VISION

What's the one thing that every incredible accomplishment has in common? A vision. No amount of talent, willpower, resourcefulness, team cohesion, or passion can overcome a poorly articulated vision of where you want to go and how you will get there. The more clear your description of the future and the more precise your plan, the greater your chances of success.

## WHAT WE CAN LEARN FROM SPACEX

One of the most breathtaking examples of this kind of vision is on display in a paper titled "Making Humans a Multi-Planetary Species." It was written by Elon Musk, CEO of SpaceX, based on his presentation in late September 2016 at the 67th International Astronautical Congress, in Guadalajara, Mexico.

While Musk has at times raised eyebrows with his execution and online antics, his capacity to envision a future state and articulate the steps to reaching it is remarkable. So much so, that if we break down the component parts of his visioning exercise, we have a model that any individual, team, or organization can apply in any context.

## THE VISION CREATION PROCESS

This tool is meant to help you clarify your vision, establish where you are now, identify the gaps, and outline the steps you need to take to get you to your vision.

## HOW TO USE THIS TOOL

Follow the steps in this process to help you clarify your vision and map out exactly where you want to go and how to get there.

This is a continuously evolving exercise so take your time going through the steps. You might have to revise and repeat certain steps as you work your way through the process.

# STEPS

Answer each question as fully, imaginatively, and precisely as you can.

## 1. Vision of the future

What is the tangible reality you are moving toward? Write down a specific description of the future state you intend to create, possibly with some reference to timeframe such as "Five years from now, we will have..."

Make the image so clear that everyone involved can picture it, no matter how audacious it is.

*E.g. For Musk, it's making humans a multi-planetary species.*

## 2. Current state

Where are you now? What are the particular details of the present reality in terms of money, time, resources, knowledge, and skills? What is your current state relative to your vision?

*E.g. For Musk, this was the fact that the current cost of flying a person to Mars is \$10B.*



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## 3. Problem

In general terms, what is the primary constraint that will keep you and your team from reaching your vision?

*E.g. For Musk, it was the cost of a flight to Mars.*

## 5. Stages of growth

Think of your progress toward the vision as five increments that are stages along an exponential growth curve. Map out those five steps, keeping in mind that each one builds on the stage that came before it.

## 4. Solution

What will it take to eliminate the problem that is holding you back? What's the solution to your primary problem?

*E.g. For Musk, it was to make the cost of a flight to Mars equivalent to the average cost of a house in the United States.*

## 6. Critical element

Of the five stages you identified, which one will be 90% of the required progress? What's your critical element?

*E.g. For Musk, it was building booster rockets that can be reused. Without that element, the entire endeavour is a bust.*

1

2

3

4

5



## 7. Critical advance

In order to get to your vision, you will eventually have to come up with a game-changing innovation. What are you going to need to be able to do what you can't currently do? It might be connected to the critical element you just identified and it might not.

*E.g. For Musk, it was different. His critical advance is making fuel on Mars to make travel home to earth possible.*

## 8. Progress to date

One of biggest pitfalls to effective visioning is failing to mine past experience for insights. Right now, do a quick mental audit of your progress to date and write it down. Then, commit to looping back over and over again as you move forward so your process is always leveraging what you have learned.

## 9. Next steps

Where are you next and what do you need to do to get there? Sketch out the steps required to reach your next growth stage, including rough timelines and tangible actions.

## 10. The future beyond your vision

One of Musk's gifts is seeing the future that will be possible by achieving his vision – the ability to make his vision seem achievable by showing that it is simply a step along the way to a grander destination. Take a minute to step back and articulate the hard-to-imagine future that will be possible after you achieve your vision.

*E.g. For Musk, that future involves travel to other planets in the solar system.*



## 11. Eliminate distractions

One thing that all high achievers have in common is an ability to stay focused under pressure. They simply do not allow distractions to take them off course. Now that you have a clearly articulated vision and plan to achieve it, take some time to think about how you will make sure your mission gets sustained and sufficient attention.

Make a plan for the next stage of your growth and then commit to returning to this topic on a monthly, weekly, and daily basis.

*E.g. What will need to be offloaded? How will you ensure the team can dedicate their energy to making this vision a reality?*

