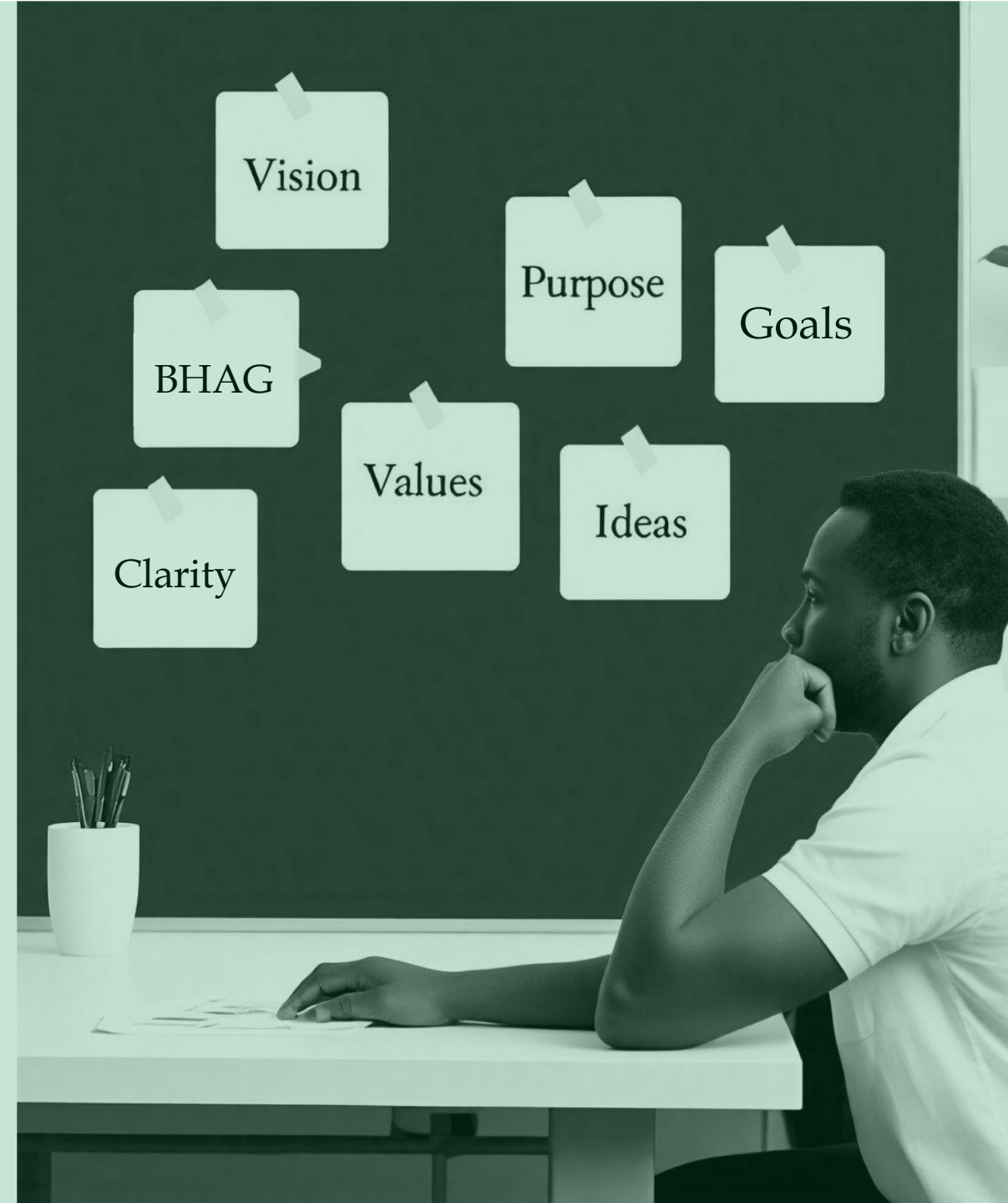



# The Art & Strategy of Visioning

From Vision to Action

DEMOLA ALADEKOMO, January 2025





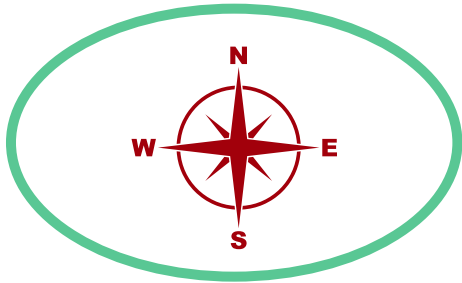
*"Vision without action is merely a dream. Action without vision just passes the time. Vision with action can change the world."*

**- Joel A. Barker**

*"Where there is no vision, the people perish: but he that keepeth the law, happy is he."*

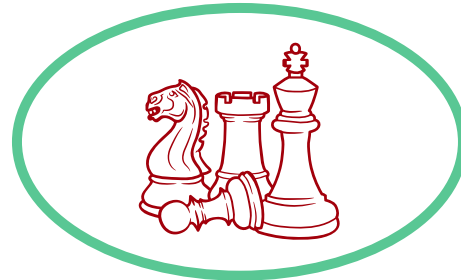
**Proverbs 29:18  
(KJV)**

# IMPORTANCE OF VISION



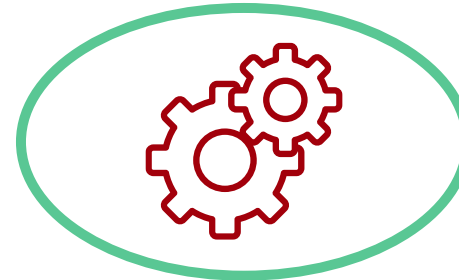
## **Navigating Disruption**

Vision acts as a compass in a world of constant change.



## **Fueling Innovation**

Vision inspires creative problem solving.



## **Inspiring Collaboration**

Vision unites teams and fosters shared purpose.



## **Driving Growth**

Vision provides a clear roadmap for achieving success.

# Basic Understanding Vision, Purpose, Values & GOALS

## What is Vision?

A future-oriented declaration of the organization's aspirations, articulating what the organization aims to become or achieve long term.

- **Focus:** Long-term; the organization's desired future state or impact.

*Future, Direction: Where & What*

## What is Purpose?

The fundamental reason why the organization exists and its broader impact on society beyond just making profits.

- **Focus:** The core reason for being; why the organization exists.

*Current, Identity & Culture: Why*

## What are Values?

Values are the principles and beliefs that guide the behavior and decision-making processes within the organization. They shape organizational culture.



ZERO TOLERANCE  
FOR EXCUSES



CANDOUR



ATTITUDE



STRONG BOND



EXCITEMENT

## What are Goals?

Goals are specific, measurable outcomes that the organization aims to achieve within a set timeframe. They translate the Vision and Mission into concrete targets.

- **Focus:** Short-to-medium-term achievements; specific results to be accomplished.

*To Glorify God through service to humanity.... ABA*

# VISIONING PROCESS

01

## Define Your Why

Clearly articulate your purpose, values, and goals.

02

## Identify Key Stakeholders

Engage all relevant parties in the visioning process.

03

## Analyze Trends and Opportunities

Understand the external landscape to inform your vision.

04

## Develop a Compelling Vision Statement

Clearly express your aspirations in a concise and impactful way.

05

## Communicate and Engage

Share your vision with your team and stakeholders.



# VISION ACTIVATION

- **Set Clear Goals**

Break down the vision into actionable steps.

- **Allocate Resources**

Provide the necessary support to execute your vision.

- **Measure and Track Progress**

Monitor progress and adjust your approach as needed.

- **Celebrate Achievements**

Recognize and reward team members for their contributions.

- **Embrace Continuous Improvement**

Adapt and refine your vision as you learn and grow.

# Attaining Vision Through Passion

*Vision: A Driving Force; Creates transformative change that lays the foundation for success*

*The Role of Passion in Vision:*

*Passion fuels the fire that turns vision into actionable results, keeping individuals and teams focused even in challenging times.*

*CHams HoldCo PLC:*

*Vision and Passion in NIMC NIN and CBN/Banks BVN*

*SmartCity PLC:*

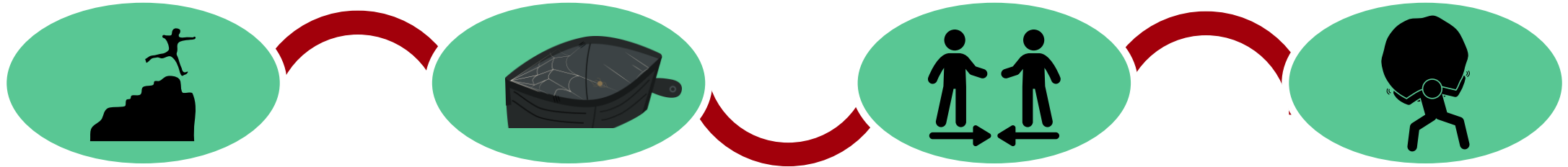
*Vision and Passion: Work-Live-Play from Chams, Lagos, Ibadan and Osogbo. The JCC and HazanaPark story*

*Vision Requires Courage and Persistence: No significant achievement comes without setbacks. The courage to stay the course defines true visionaries.*

A vision must transcend individual goals, aiming to solve societal issues lasting impact.



# OVERCOMING VISION ROADBLOCKS



## **Fear of Failure**

Embrace risk-taking and learn from setbacks.

## **Lack of Resources**

Creative solutions and resourcefulness are key.

## **Resistance to Change**

Communicate the vision clearly and address concerns.

## **Lack of Support**

Build strong relationships with key stakeholders.



# VISION 3030 BOOK

## KEY NUGGETS

Passion is the bridge that turns vision into reality."

No great nation has ever been built by those lacking the courage of conviction."

Persistence fueled by passion is unstoppable, even when the road gets tough."

A vision without passion is like a fire without fuel—it can never burn bright."

True innovation happens when passion meets purpose and the drive to serve something greater than yourself."

# Creating Personal and Corporate Big, Hairy and Audacious Goals

Setting goals can change your life and your company culture. Learn how to set big, hairy and audacious goals and make them a reality.



# What is a BHAG?

A BHAG - Big Hairy Audacious Goal - is a long-term, inspiring, and challenging goal, aimed to transform a person or company. It should be clear, concise and ambitious.

## Long-term

BHAGs are long-term goals spanning 10-25 years. They force individuals or companies to think beyond quarterly or yearly reports, resulting in innovative thinking.

## Inspiring

Your BHAG should be inspiring and motivate you. Make it a goal that, when you achieve it, will give you a sense of accomplishment, happiness, and fulfillment.

## Challenging

Your BHAG should be a real challenge. It should be uncomfortable and scary, forcing you to take significant action. It should push you out of your comfort zone and aim for the impossible.

# Benefits of Setting BHAGs



## Focus

BHAGs help you or your company focus on the long-term vision, ensuring that every short-term goal and decision aligns with the end-game.



## Clarity

BHAGs provide a clear direction and purpose, reducing confusion and chaos.



## Motivation

By setting a BHAG, you set a big target that will inspire you to keep going and overcome obstacles along the way.



## Gratification

When you achieve your BHAG, you'll experience a sense of gratification that comes from setting and accomplishing a challenging goal.

# Examples of Corporate BHAGs



## Automate production

Tesla set a BHAG of manufacturing 500,000 cars in a year, to achieve this, they needed to automate the production line. This allowed them to achieve their BHAG and have extraordinary growth.



## Chams Guinness Record

Chams PLC set a BHAG to be listed on NSE, JSE and NYSE. They went further to wanting to build the largest database of Nigerians for ID, Telco, Banking & Voters. Bye product GWR for ChamsCities in Lagos & Abuja.  
**SmartCity Up and Coming**



## Dangote Refinery

Pure & unadulterated madness is trying to build a Refinery in Nigeria where the FGN with deep pocket failed! With Dangote's BHAG, the great man did it. A joke turned reality

Personal BHAG: Write a Book, Become President, Marathon, Build a City, Best University, etc

# Tips for Setting and Achieving BHAGs

**1**

## **Be Specific**

Set specific and measurable goals. Create a timeline and milestones to track progress.

**2**

## **Believe in Yourself**

Believe in your ability to achieve the goal. Visualize yourself already accomplishing the BHAG.

**3**

## **Foster Accountability**

Recruit a partner, mentor or coach to hold you accountable and help you overcome obstacles.

**4**

## **Adjust for Reality**

Accept that obstacles and challenges will happen. Learn from your mistakes and adjust your plan accordingly.

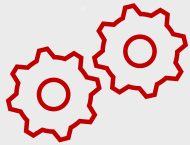
# ABA's Adapted Tips for Kaizen Activities



**Discard Conventional Ideas.**



**James 1: 2-8**



**Think of how to do it, not why it cannot be done.**

**3Gs**

**Grit, Give, Gratitude.**



**Perfection is in Hollywood!!**

**4Cs**

**Charisma, Character, Competence, Capacity.**



**Mistake? Correct it ASAP.  
Wrong? Apologize Sincerely.**



**Seek Wisdom.  
No man is the sole arbiter of knowledge.**



**Money cannot buy the most important things in life.**



**You are mortal! Deal with it.**

# Call to Action

Setting and Aligning your Personal & Corporate Vision & BHAG can change your life and your company culture. It can motivate and energize you, force you to innovate and aim for the impossible. It's not easy, but with these tips in mind, you can set and achieve your Vision & BHAG. So go ahead and set your own Big, Hairy and Audacious Goal going after a Vision that is way bigger than you are today.

Thank You

**Stand for something**  
**Be known for something**  
**Be something**

**Think BHAG**

Q&A?