



THE 90-DAY LEVEL-UP
COACHING COHORT

LEADERSHIP & ENTREPRENEURSHIP FOCUS

with **Chrystal Evans Hurst**

MAXIMIZING YOUR VISION

DEFINITION OF “VISION

- **The essential ingredient for successful leadership.**
- **A clear inspiring practical, and attractive picture of your organization’s future.**
- **All about painting a picture of an irresistible future**



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VISION VS MISSION

VISION

Where the organization is going.

MISSION

What the organization is and what the organization does.

FOUR “MISSION” QUESTIONS

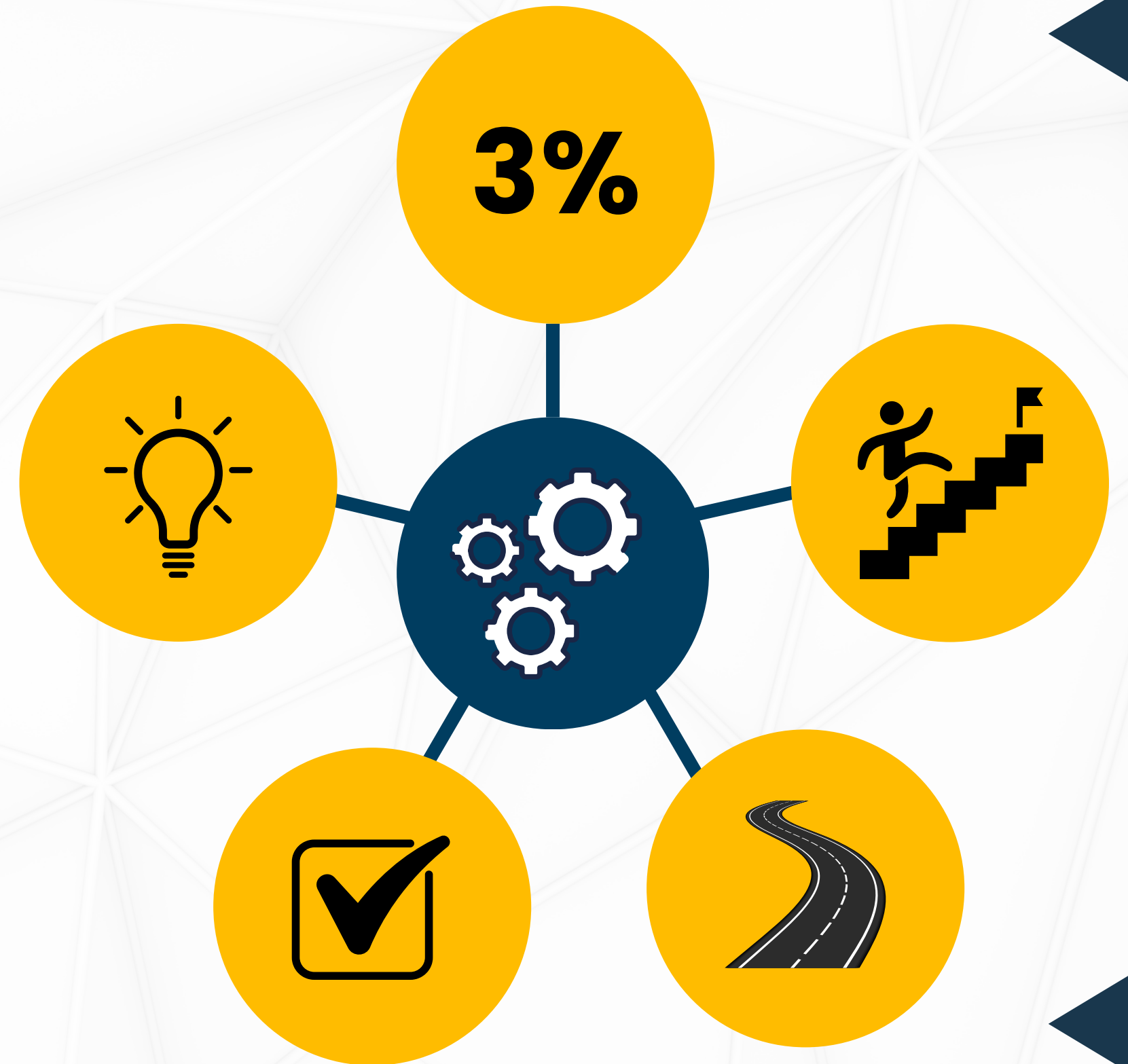
- **Who are we?**
- **Who do we serve?**
- **What problem do we solve?**
- **What transformation do we deliver?**

FOUR “VISION” QUESTIONS

- **Is it clear?**
- **Does it inspire?**
- **Is it practical?**
- **Can you sell it?**

ABOUT THE VISIONARY

- **UNIQUE**
- **IDEATIVE**
- **DRIVEN**
- **TRAILBLAZER**
- **FOCUSED**



EIGHT “VISION” POINTS

- **It's stated in three to seven words**
- **It's written in simple language**
- **It's big and bold**
- **It has an “aha” effect**

EIGHT “VISION” POINTS

- **It comes from the heart**
- **It involves everyone**
- **It's not about money**
- **It's bigger than a goal**

REMEMBER!

1

PATIENCE

BE PATIENT WITH
YOUR ATTEMPTS TO
DEFINE YOUR
VISION

2

SERVE

WHO IS THE PERSON
YOU ARE SERVING?

3

SIMPLE

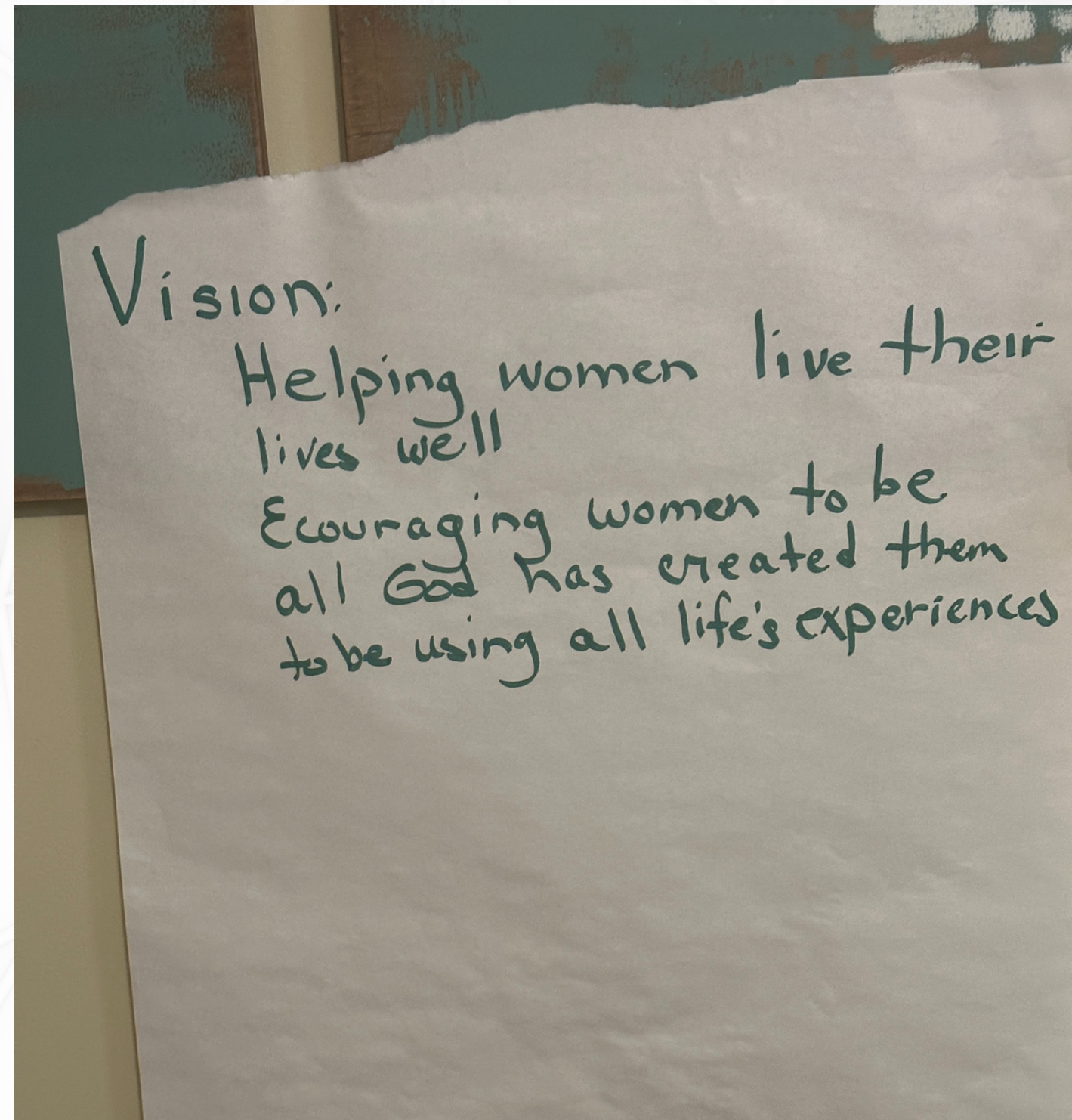
K.I.S.S.

4

ONGOING

VISION IS AN
ONGOING PURSUIT OF
DEFINING WHERE
YOU ARE GOING

CEH | TSC VISION



Vision:

Helping women live their
lives well

Encouraging women to be
all God has created them
to be using all life's experiences

CEH | TSC VISION

Mission: Provide practical
faith based resources
while operating as "fun loving
girl next door" leadership



THANK YOU!

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END SLIDE

