

**Strategic Visions &
Board Retreats
Growing Success for your
Friends Organization**

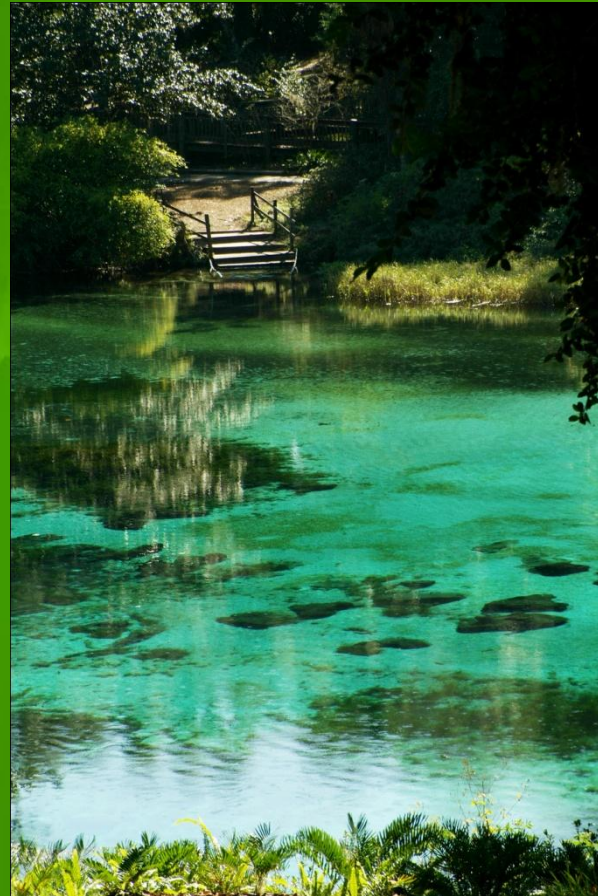


Why Vision

“Vision is the best manifestation of creative imagination and the primary motivation of human action.

It’s the ability to see beyond our present reality, to create, to invent what does not yet exist, **to become what we not yet are.**”

✉ Covey, S.R., Merrill, A.R., & R. Merrill, R. *First Things First.*



Visions and Missions

- Missions are about your purpose...why you exist as an organization. External

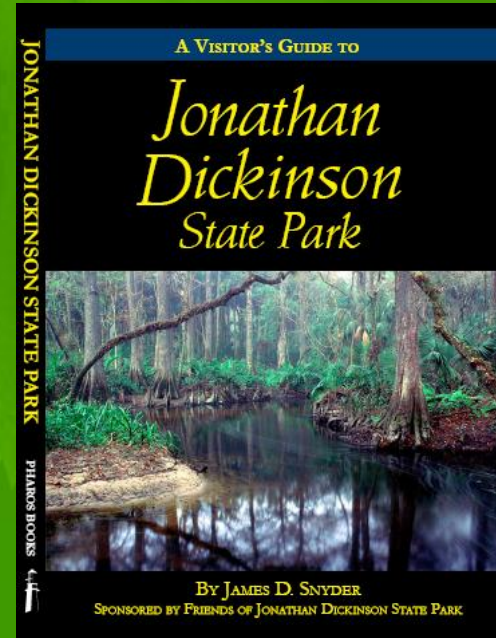


- Visions are internal. They tell the board where you are going.



Most Friends organizations have missions

How many have a vision statement that guides your board?



A Friends Vision Statement should reflect:

1. A focused and shared view.
2. A sense of noble purpose.
3. A realistic chance of success.
4. Paint a word picture of where you want to be in 5 years/10 years



Why establish a board vision?

Allows the “Friends” to partner with parks, yet set their own agenda

That vision becomes the launching point for your strategic plans

- Plan at least two to three years out
- Establish long term goals and shorter term tactics.
- Determine how you can best support the park.

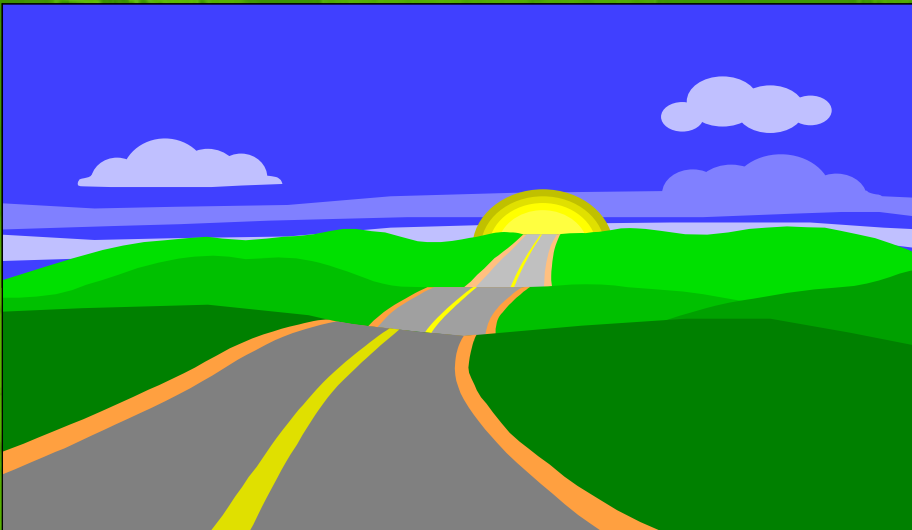


- Prioritize projects you feel equipped to handle.
- Identify the kind of talent you need to bring to the organization to achieve established goals.



And..Board Retreats help

More time than a typical board meeting to focus on vision, mission and values and can provide needed catalyst for change



Why else do a Retreat!



- Unique opportunity for board members to get to know one another.
- Opportunity to bring in new partners or members.
- Chance to be proactive rather than reactive to park needs

Planning an Effective Retreat

Challenges

- May meet with resistance
(been there – done that)
- Requires time commitment
- Requires leadership
- Best with an external facilitator –
might be an expense.



Planning an Effective Retreat

Overcoming Resistance

- Gain consensus on purpose
- Develop an outcome-focused agenda
- Explain why it's important at this time



Planning an Effective Retreat

Before The Retreat

➤ Who should be there?

➤ Where will it be?

How do you achieve

➤ inspiration,

➤ information and

➤ motivation from working together
for a day?



Planning an Effective Retreat



- Choose a quiet location
- Encourage total participation but settle for 80%

During the retreat

- Prioritize the goals you set
- Gain consensus on achievability
- Make one person responsible for each goal
- Set timelines for delivering results
- Reconfirm all the goals and strategies before you leave for the day
- Build in some fun



After the retreat

1. Follow up within a few weeks to check status
2. Person responsible for each goal should report
3. Review goals and achievements at least quarterly at board meetings
4. Celebrate the wins



Now Lets get to some discussion!



