

KSCF-KEAT
CU PATRONS
&
ASSOCIATES
TRAINING



VISION AND STRATEGY

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OUTLINE

- **INTRODUCTION**
- What is Vision and what is Strategy?
- Why should a team or person have clear vision in whatever they do?
- What is the role of strategy in fulfilling a vision?
- What makes people or teams fail to achieve their vision?
- **QUESTIONS AND ANSWERS**

Quotable Quote

"There is no more powerful engine driving an organization toward excellence and long-range success than an *attractive, worthwhile and achievable* vision of the future widely shared (*Burt Nanus, Visionary leadership*)

What strikes you from this quote? Any two volunteers?

INTRODUCTION

- Most organizations/companies have **vision statements** and **strategic objectives**.
- However, even individuals and smaller teams, like KEAT can benefit greatly by having a clear vision and strategies for fulfilling their vision.
- People/organisations that have achieved significant results and left a legacy in society have been motivated by a **compelling vision executed through effective strategies**.

What is a Vision?

- A vision is **realistic, credible, attractive future** set out by the leader(s) for an organization.
- It is an articulation of a **destination** towards which an organization should aim; a future that is better, more successful or more desirable than the present.
- According to George Bana, "Vision for ministry is a **clear mental image of a preferable future** imparted by God to His servants and is based upon an accurate understanding of God, self and circumstances."
- Generally, a **vision is a picture in the mind-an image of the future,**
- It answers the question "What will we(I) look like when our(my) mission succeeds" (envisioned future)



Vision: A biblical example

- Where there is no vision, the people **perish-Prov. 29:18**
- A good example of Vision in the Bible is Nehemiah
- When he heard of the problem (**1:3; 2:3**), a vision was birthed in his heart as he prayed about the problem.
- The vision was- A people living in safety without disgrace and fear-as a result of a strong wall and repaired gates repaired (**2:17-18**)
- This vision burned in him and made him to talk to the king, take along and dangerous journey back home, enduring ridicule , opposition and setbacks.



What is the vision of KSCF?

“A Generation of Role model Christians, having Godly values and playing an active and positive role in Church and Society”

What is the Mission of KSCF?

“To lead students in secondary schools and colleges in Kenya to come to a personal knowledge of Jesus Christ as their Lord and Saviour, mature in Him and equip them for effective service, and mobilize and empower Christian workers for effective service among the students”

Why should a team or person have clear vision?

1. It provides **direction**- everyone knows what they are working towards as a team.
2. It **simplifies decision making** in a team-anything not contributing to the vision is out
3. It gives **synergy and harmony** in the team as everybody in the team plays their part to achieve the common vision.
4. It gives **encouragement and motivation** to live life fully
5. It helps you keep the **present situation in perspective** thus enabling you to endure or persevere
6. It inspires you to give **your best** it explains **why** you are doing what you do.
7. Promotes **long term thinking** and reduces danger of “short-termism”

What is strategy?



- STRATEGY comes from the Greek word “*Strategos*” meaning to lead (*agein*) an army(*stratos*) into war.
- Strategy has been described as a “game plan, “ means to an end” or an action plan
- It has been defined as “A method or plan chosen to bring about a desired future, such as achievement of a goal or solution to a problem”
- Strategy lays out the best course of action to accomplish a specific objective.
- In the bible we see several people employing different strategies to achieve the Vision God put in them:
- Esther(in saving the Jews), David and Goliath; Nehemiah

Nehemiah's strategy in achieving the vision

- He began by Prayer(1:5-11) and continued (2:4, 4:9,6:9- **Seeking divine help and favour**)
- He approached the king and sought for permission and provisions for the vision (**resource mobilization**) (2:1-2),
- When he arrived, he inspected the walls at night with just few people (2:11-12)-**Timing**
- He shared the vision God had put in his heart with the people(2:17-18)-**Communication/vision casting**
- He assigned the people to build sections of the wall close to their houses- **Effective Sharing of work**

We see that Nehemiah **had a plan of action and didn't just do things haphazardly .**

What is the role of strategy in fulfilling a vision?

It is not enough to have a compelling vision; it must be **accompanied by specific strategies** on how to achieve it.

The main question is strategy is : How will we achieve our vision

- Strategy is what **gives “legs”** to the Vision-practical steps/actions that are taken to fulfill the vision
- Strategies helps to break down **the vision into ‘manageable portions’**- the vision can be huge and daunting
- Helps to **optimize the use of resources** to achieve the Vision
- Helps to **track performance/achievement** of the vision-how well we are doing. How are we performing against our target.

Hindrances for People/Teams to Achieve the Vision

- Lack of **unity** within the team(no teamwork)
- If the vision is **not clear and compelling** -not well communicated/articulated
- If the Vision is **shared(embraced) by majority** of the team
- **Interpersonal Conflict** between team members
- **Inappropriate strategies** -misguided or inadequate strategies
- **Leadership challenges** (ineffective leadership or leadership wrangles in the team)
- **Resource constraints** -lack of or inadequate resources

CONCLUSION

- People/organisations that have achieved significant results and left a legacy in society have been motivated by a **compelling vision executed through effective strategies**.
- A vision must therefore be combined with the will and action to make it become reality

THE END

- THANK YOU

- ANY QUESTIONS/COMMENTS?

