Leadership and Management 1 (LMM1)

Resource 7: Visions

Resource 7: Visions

Find half a dozen or so vision statements from famous businesses or brands and use these for the group to guess, in a fun way, which business this represents. You may explore the idea that some vision statements are so general as to be meaningless. It is hard to find something inspirational, aspirational and specific to your business, including the business of language teaching!

These vision statements should help the group to come to understand what is meant by the notion of ‘vision’ i.e. something which looks to the future and is seen as a goal for which the organisation or enterprise will aim. It should be something to which all within the organisation can subscribe and contribute. This makes it a shared vision and all should feel that they are working towards this end in their daily work.

You could make this an interactive, visual post-lunch activity by taking product logos and putting them up on the wall along with printed-out quotations of the vision statements. This could be a biscuit packet with that biscuit firm’s vision statement. Teachers circulate to complete the matching-up exercise.