



Great Lakes Fruit, Vegetable & Farm Market EXPO Michigan Greenhouse Growers EXPO

December 4-6, 2018

DeVos Place Convention Center, Grand Rapids, MI



18 Farm Marketing Workshop D: Creating a Vision of Greatness for You and Your Employees

Where: Grand Gallery Room A & B

Moderator: Bob Tritten, Michigan State University

9:00 AM

What's in a vision? It's an answer to the simple -yet radical- questions: "When we're really successful in our work/lives at a particular point in the future, what will our organizations/lives look like?" Imagine going to a website where you could log on and, with the right password, view your company/life as it will be five years from now. Well, the website (as far as we know) doesn't exist yet. But you have the software you need right in your own head - and the heads of others in your organization. Learn how effective visioning has been an important part of Zingerman's success and how you can use this powerful tool to fuel your own business, and personal, success.

- Elnian Gilbert, ZingTrain

11:00 AM Session Ends

Zingerman's®

putting visioning to work



Presented by Elnian Gilbert
for the Great Lakes Expo
December 6, 2018



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visioning homework

"The question is no longer, 'Can we change the world?', the question now becomes, 'What kind of world do we want?'" - John McHale

the skill of visioning

stages of learning a skill

U _____ C _____

C _____ C _____

C _____ I _____

U _____ I _____





personal definition of success: part 1

Purpose: To begin to define and document your personal vision of success.

agenda: Think about what success means to you, both in your personal life and in your business. Reflect on occasions when you felt successful and what happened that caused you to feel that way. Jot down key words/ideas that you associate with success.

Personal Success =

Business Success =

Limit: ____ minutes



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defining success

- What is a great business?
- What is a great life?
- How does society define success?
- How do you define success?



success at zingerman's

- Unique businesses
- Full flavored, traditionally made
- Sustainable growth
- Meaningful work
- And much more!



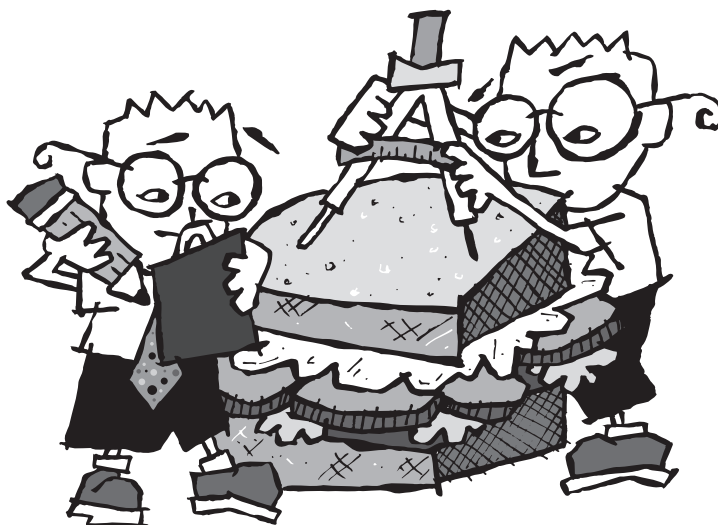
personal definition of success: part 2

Purpose: To refine your personal definition of success.

agenda:

- 1) Reflect on what you have heard this morning and whether that has given you additional ideas or criteria for personal and business success.
- 2) Refer back to page 3 and make changes as needed.
- 3) Find someone else who is done and share thoughts about success.

Limits: ___ minutes on own
___ minutes to share with a partner
who you don't know





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draft vision checklist

Your vision draft should answer the question "What do I want to create?"

It is about your preferred future, not about opportunities.

- Focuses on end result (the "what") not the process (the "how") that will get you there
- Is something you want, NOT something you don't want
- Isn't constrained by what you think appears to be possible or realistic
- You can edit and change it (this is only a draft!)
- Is stated in the positive, is descriptive, meaningful and specific
- Is set in the future, yet stated in the present
- Comes from constructive emotions of curiosity, passion, wonder, aspiration





drafting a vision of greatness

Purpose: To draft a vision of greatness.

agenda: Step 1: Choose your topic: _____

Step 2: Pick your time frame: _____

Step 3: Put together a list of "Prouds"

Step 4: Write the first draft of the vision

- Go for something great
- Write it from your heart (not your head)
- Send the "voices" away
- Get in the future
- Go quickly
- Use the "Hot Pen" technique
- Get Personal

Step 5: Re-view and re-draft

Optional - Step 6-A, 6-B, 6-C - more re-drafts

Step 7: Get input from ACES

Step 8: Let's go! Start sharing the vision

Limit: _____ minutes for Step 4

prouds

vision draft

it is _____ . . .
(month, day, and year for vision completion)

exercise



present your vision

Purpose: To share your vision with others and learn from their reactions.

agenda:

1. Working in groups of 3, take turns to present your vision and get feedback.
2. Presenter:
 - Share the specific date in the future when your vision is set; speak in present tense.
3. Observers:
 - Where do you hear the passion?
 - Where do you want more details/"meat"?
 - What are key measures that will indicate "He/she made it!"

Limits: ___min each presenter
___min feedback/discussion of each vision

"When we are listened to, it creates us, makes us unfold and expand. Ideas actually begin to grow within us and come to life."
- Brenda Ueland

observer notes



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what to do now: next steps

- Use ACEs (Advisory Content Experts) _____

- Get feedback from those who will be impacted

- What is most compelling/exciting?
 - What is confusing/needs more explanation?
 - Anything important that is missing?
- _____

- Make a list of first steps and get going! _____

- Revisit your vision often _____

- Find joy in the journey _____

"Be stubborn about the vision, but flexible with the plan."

- John Maxwell



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benefits of visioning

1. Positive impact on others.
2. Attracts and keeps good people.
3. Allows us to create reality rather than just reacting to problems.
4. Statement of optimism in the future.
5. Forces us to act on and model the reality that there is no safe path.
6. Forces us to hold ourselves accountable.
7. Tells us what we aren't going to do.
8. Tells everyone what's in it for them.
9. Creates positive movement within the organization.
10. Helps people live better lives.



martin seligman & the science of well being

Excerpt from "A Lapsed Anarchist's Approach to Managing Ourselves By Ari Weinzweig

Martin Seligman is the man behind the move towards positive psychology. In his book "Flourish" he advances the idea that a good life is one in which people are achieving well being. He makes a very good case for why using the Gross National Product for our universal standard of national success is misdirected and suggests instead that we ought to focus on well being.

Dr. Seligman details five elements that make up well-being: positive emotion (feeling good), engagement (as in interest and active interaction with the world), good relationships, meaning and achievement. He uses the acronym PERMA to pull them together. Since that reminds me of "permaculture" which is pretty well known term in the world of sustainable agriculture. It's defined as "an ecological design system for sustainability in all aspects of human endeavor." Sounds good. I'll argue that Dr. Seligman's PERMA and well being does the same for human beings.

This sidebar sits at the end of the essay because if you want to see how your vision has done in increasing the odds of you living a rewarding life, of attaining well being, you can use PERMA as a checklist. If your vision draft has touched on each of the five elements you're in good shape. If you've missed one (which is not uncommon) the first few times through, you still have time to add to the draft and get it included.

- P – Positive Emotion** – this is about feeling good and having good feelings
- E – Engagement** – connection with colleagues, with ourselves, with the community, with the world.
- R – Relationships** – the more rewarding and resilient the relationships we have the more likely that our life will be rewarding.
- M – Meaning** – what makes the life you've outlined in the vision meaningful to you. Helping others, learning, connection, caring, giving back . . .
- A – Achievement** – making something significant happen in our lives and/or for those around us, developing a new product, raising a child, becoming a masterful massage therapist, etc.

Obviously, you're not obligated to write about any of the five. But I believe that visions that touch on all five are likely to be well rounded and really fulfilling.

visioning & reflection



1. What was the most interesting or useful thing you learned about Visioning?
2. What is your top priority action step when you return home or to work?