

# What is Visioning?

**Virtually every step forward** in the progress of mankind has begun with a dream. Seeing something in the mind's eye has been the first step to achieving it in reality.

**Visioning** is simply a process by which a community envisions the future it wants, and plans how to achieve it. It brings people together to develop a shared image of what they want their community to become. Once a community has envisioned where it wants to go, it can begin to consciously work toward that goal.

A **vision** is the overall image of what the community wants to be and how it wants to look at some point in the future. A **vision statement** is the formal expression of that vision. It depicts in words and images what the community is striving to become. The vision statement is the starting point for the creation and implementation of action plans.

By going through a visioning process, a community can: 1) better understand the values of its citizens and use them as a basis for planning; 2) identify the trends and forces that are affecting the community; 3) articulate a big-picture view to guide short-term decisions and long-term initiatives; and 4) develop tools to achieve its vision.

