

**VISION:  
AN IDEAL AND UNIQUE IMAGE OF THE  
FUTURE.**

- **Oriented toward the future**
- **Strong image of what the future will be like**
- **Must appear to be possible, not a pipe dream**
- **Unique**

**ELEMENTS OF A VISION**

- ❖ **Idealistic**
- ❖ **From the heart**
- ❖ **Authentic**
- ❖ **Extraordinary**