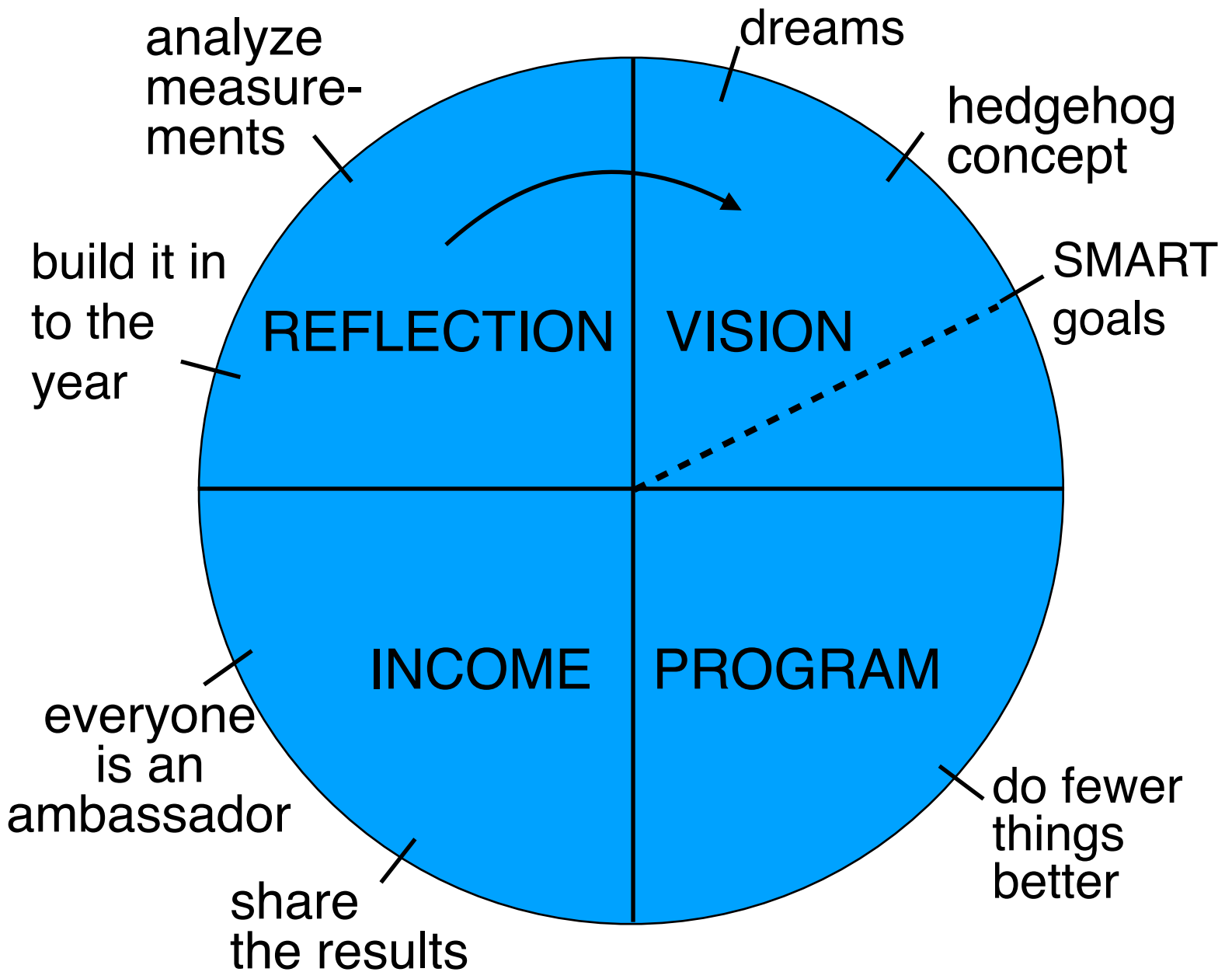


THE VISION WHEEL



Vision start with dreams that solve problems, but then learn to focus your hedgehog concept; write SMART goals against which you will later measure everything

Programs choose quality over quantity, resist the urge to do everything

Income view it not as asking for money, but as sharing your amazing results. Appeal to the **heart** (smiles, stories, testimonies, music) and the **head** (data, metrics, outcomes you can verify)

Reflection build in times of reflection, especially asking how you did against your goals; use this reflection to feed back into the next spin of the "vision wheel" as you set your new goals.

Focus the Hedgehog - gather your team and ask these 3 questions:

1. What are you most passionate about? Clues to follow: Why did you get into this? What is your first love when it comes to your work? What was the best moment in the last six months? What makes you mad? Where do you say - Someone should do something about this? When recently have you felt you are making the biggest difference?

2. What is the thing that your organization does better than anyone else? What are you now and what could you be best at in your city?

3. What brings in the money? Of all the things that foundations, donors, corporate sponsors, churches or other partners love to give to - what are the areas that generate the most excitement towards giving

Where these three areas overlap - this is your hedgehog concept. Pour all your energy into this, and don't be afraid to stop doing things outside this area of focus.