The Visionary Leader
Vision

A mental picture of what the organization aspires to become.
Mission

How the organization will achieve its vision.
Toastmasters International empowers people to achieve their full potential and realize their dreams. Through our member clubs, people throughout the world can improve their communication and leadership skills and find the courage to change.
Characteristics

- Clear
- Challenging
- General
- People-oriented
- Inspiring
- Easily communicated
Crafting a Vision Statement

- What does our organization do well?
- What is the most important thing we want to do?
- What makes our organization unique or special?
- What do we expect from our organization?
- What makes us feel good about our organization?
Communicate Your Vision

- Talk about it.
- Explain how it will benefit others.
- Be enthusiastic.
- Show that you mean it.