

An astronaut in a white spacesuit is floating in space, with the Earth's blue and white horizon below and the dark, cratered surface of the Moon in the upper left. The astronaut's suit has a NASA logo and an American flag patch. The background is a deep black space with a few stars.

From Red Tape to Rocket Fuel :

Propelling

the

Innovative

Mind (Part 2)

Charles "Doc" Roome, Ph.D

R2-D2 Fact Check

Texas Department of Licensing & Regulation



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R2-D2

First appearance

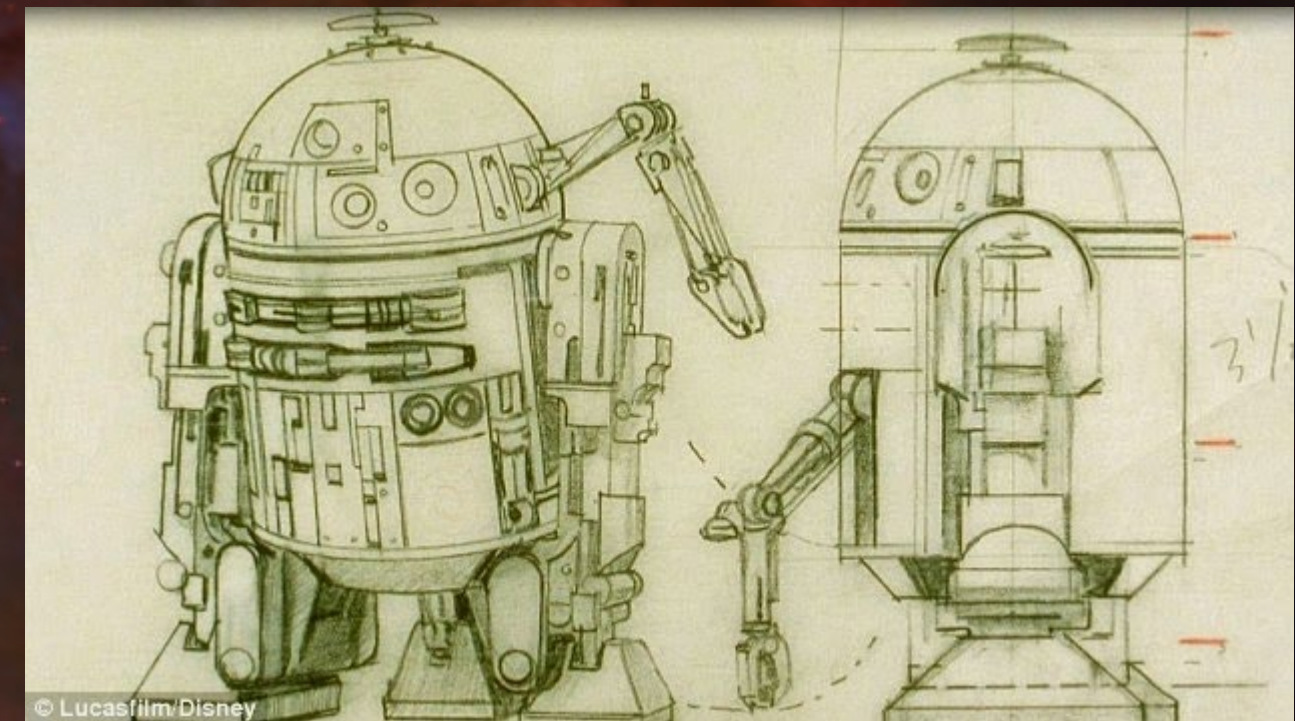
Star Wars (1977)

Created by

George Lucas

Portrayed by

Kenny Baker Deep Roy Jimmy Vee Hassan Taj
Lee Towersey Christine Galey



--McQuarrie Sketch

In n o S t r a t i v E =

IN N O V A T I V E +

S t r a t e g i c



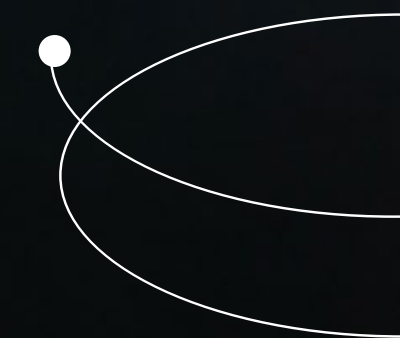
t h e I n n o S t r a t i V E m i n d

e n v i s i o n i n g : crafting a vision statement to
set the direction, align the
work, and shape the culture.

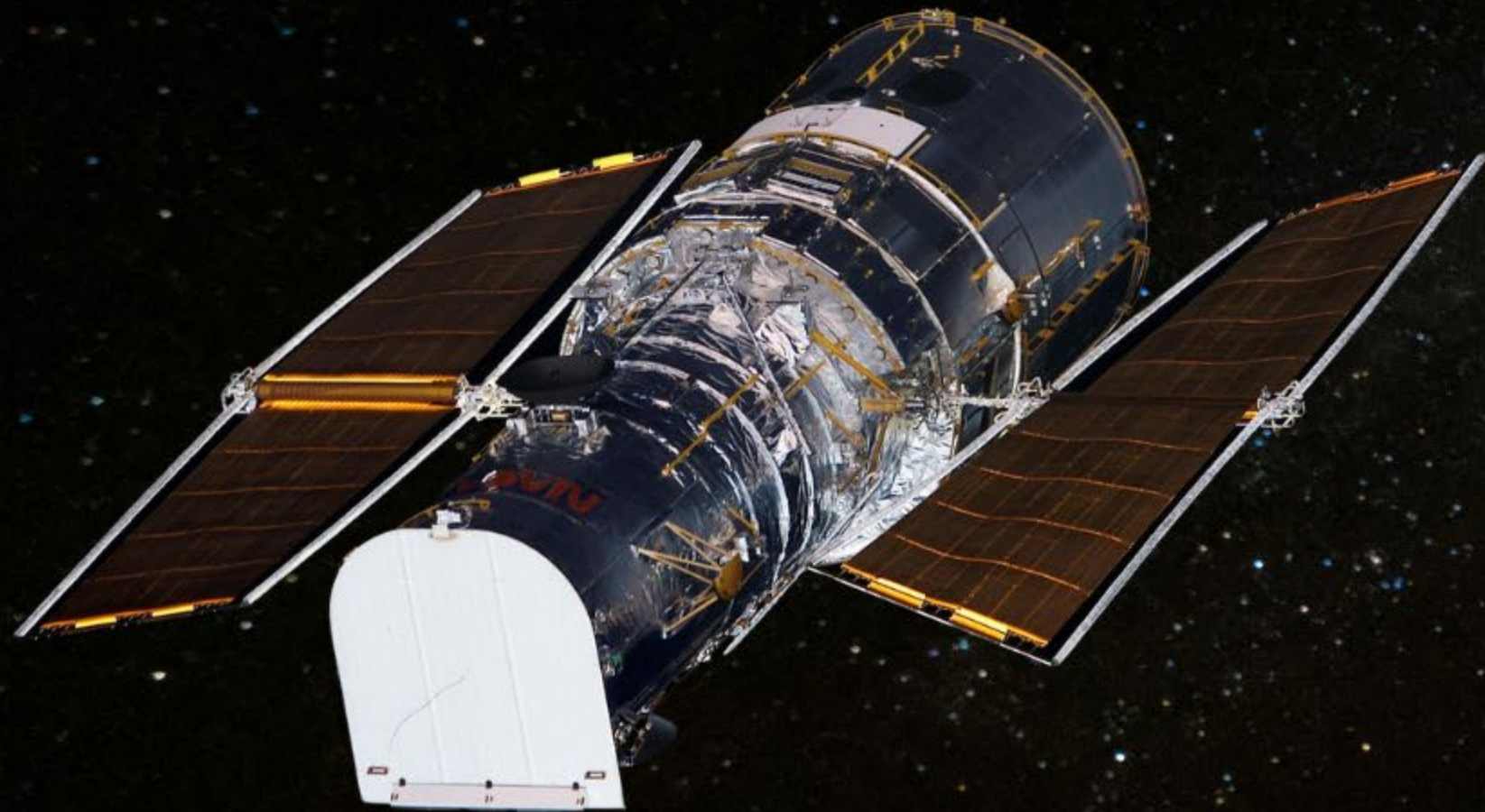


“If you can clearly
articulate the
dream or the
goal, start.”

--Simon Sinek



E m p l o y e e E n g a g e m e n t



With V ision
68% Engagement

Without Vision
45% Engagement

V i s i o n o r m i s s i o n ?



V i s i o n :

Your future aspirations.

M i s s i o n :

Your purpose and day-to-day activities.



v i s i o n b i a s

“An organization’s vision
describes **what the organization
hopes to become** in the future.”


-- Jack Welch



v i s i o n b i a s

“The strategic vision points to the future—where the organization is headed and **what it can become.**”

(Bateman & Snell, 2023, p. 123)



L e a d e r s h i p t e s t

“The servant-leader is servant first.”

(Greenleaf, 1972, p. 6)



v i s i o n t e s t

Resilient

Inclusive

Service-Oriented

-- Simon Sinek



v i s i o n s o l u t i o n

Customer-centric vision

-VS-

Organization-centric vision

-- Doc Room e

Rebecca's Hope



Rebecca's Hope



"Me"
What I need.



Rebecca's Hope



"We"
What we need.



Rebecca's Hope



"Them"
What they need.



Rebecca's Hope



"Me"

What I need.

"We"

What we need.

"Them"

What they need.

Vision Test

-- Doc Room e



"Me"

"We"

"Them"

W h o B e c o m e s ?

Rebecca's Hope

"Every child who experiences the death of a parent will find hope through a caring, capable, and committed adult mentor and become a happy and fulfilled individual who enjoys a sense of purpose and well-being."



Y o u D e c i d e ...

"to establish [the company] as the premier purveyor of the finest coffee in the world while maintaining our uncompromising principles while we grow."



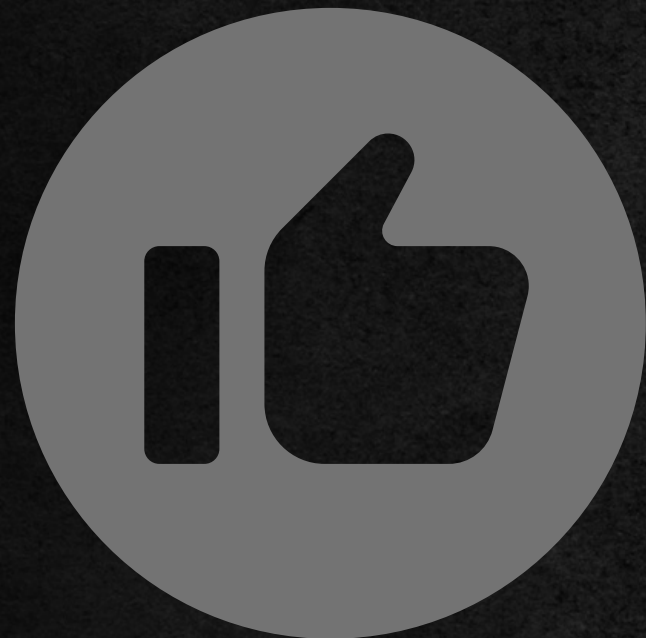
You Decide ...

"to establish [the company] as the premier purveyor of the finest coffee in the world while maintaining our uncompromising principles while we grow."



You Decide ...

“Every [company] employee will engage in transformative learning experiences, achieve their full potential, and become a life-long learner.”



You Decide ...

“Every [company] employee will engage in transformative learning experiences, achieve their full potential, and become a life-long learner.”



Vision Statement Components



Clientele

Who do you
serve?



Specialty

What do
you deliver?



Distinctive

What sets
you apart?



Benefit

What do
they get?



Result

What do they
become?

L&D Vision

“Every employee will engage in transformative learning experiences, achieve their full potential, and become a life-long learner.”



L&D Vision

"Every employee will engage in transformative learning experiences, achieve their full potential, and become a life-long learner."

Clientele



L&D Vision

"Every employee will engage in transformative **learning experiences** achieve their full potential, and become a life-long learner."

Specialty



L&D Vision

Every employee will engage in **transformative** learning experiences, achieve their full potential, and become a life-long learner."

Distinctive



L&D Vision

"Every employee will engage in transformative learning experiences, **achieve their full potential**, and become a life-long learner."

Benefit



L&D Vision

"Every employee will engage in transformative learning experiences, achieve their full potential, and become a life-long learner."

Result



Vision Statement Components



Clientele

Who do you
serve?



Specialty

What do
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Distinctive

What sets
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Benefit

What do
they get?



Result

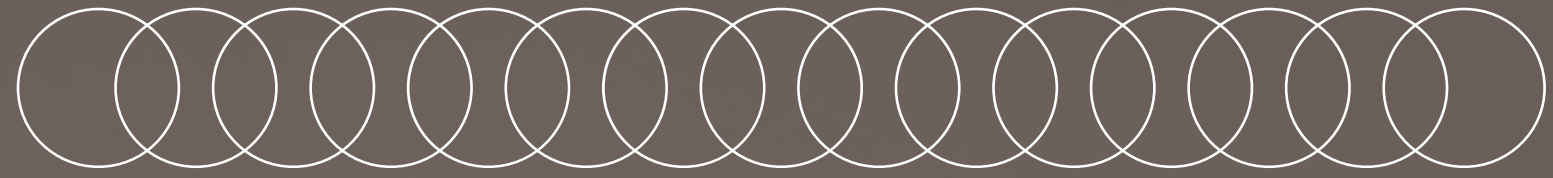
What do they
become?



“Behind every great achievement is a dreamer of great dreams. Much more than a dreamer is required to bring it to reality; but the dream must be there first.”

(Greenleaf, 1972, p. 7)





r e f e r e n c e s

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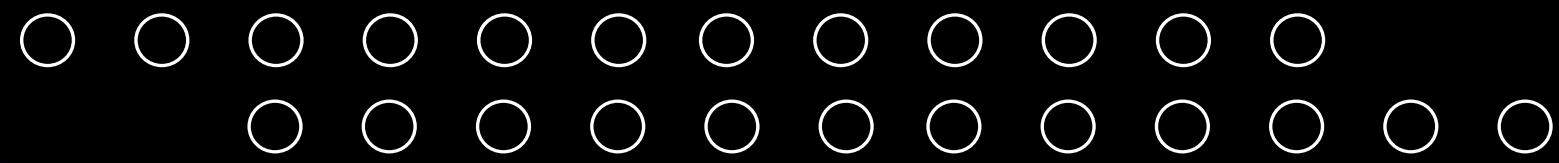
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THANKS!



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