

## Collected Vision Quotations

Vision is the search for meaning. Strategy is the search for advantage. We define foresight as the search for both.

~ Clarke and Crossland, *The Leader's Voice*, 2002

Where am I going' I don't know.  
Where am I headed I ain't certain.  
All I know is I am on my way.

~ Lyrics in *Paint Your Wagon*

Imagination will often carry us to worlds that never were. But without it we go nowhere.

~ Carl Sagan

A vision statement is not the vision, an advertisement is not the brand, and a map is not the territory.

~ Clarke and Crossland, *The Leader's Voice*, 2002

Everything that is new or uncommon raises a pleasure in the imagination, because it fills the soul with an agreeable surprise, gratifies its curiosity, and gives it an idea of which it was not before possessed.

~ Joseph Addison

We've heard it said that the difference between a vision and a hallucination is the number of people who see it. A leader's job is to unite his or her associates by helping them all see the same thing.

~ Clarke and Crossland, *The Leader's Voice*, 2002

Today I think there is broad recognition that no business concerned with its brand name can afford to be indifferent to human rights and social issues.

~ Kenneth Roth

Ideals are like stars; you will not succeed in touching them with your hands, but like the seafaring man on the desert of waters, you choose them as your guides, and following them, you reach your destiny.

~ Carl Schurz

The ideal vision expresses in measurable terms what we wish to accomplish and commit to design and create. It describes ends and not means, processes, procedures, resources, or methods.

~ Roger Kaufman, *Strategic Planning for Success*, 2003

Visioning analogy: "Happy are those who dream dreams and are ready to pay the price to make them come true."

~ Leon J. Suenes

You see things and you say, Why? But I dream things that never were; and I say,  
Why Not?

~ George Bernard Shaw

The best way to predict the future is to create it.

~ Peter F. Drucker: Was a political economist and author

Every vision is a joke until the first man accomplished it; once realized, it becomes  
commonplace.

~ Dr. Robert Goddard

To accomplish great things, we must not only act, but also dream, but also believe.

~ Anatole France

Your past is important because it brought you to where you are, but as important as  
your past is, it is not nearly as important as the way you see your future.

~ Dr. Tony Campolo



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