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The Path

8. Creating the Vision Statement

This chapter teaches how to write a vision statement: a picture of the end result you want, as if it already exists. Where a mission statement describes the process, a vision describes the finished landscape. The author argues that a clear, written vision pulls you toward it and recruits others to help.

Key takeaways

- A vision is your ideal end result; it sustains you when the mission feels too heavy.
- Great endeavors (Columbus, the founding fathers) succeeded because leaders sold the vision, not the grim reality.
- We are always creating our future by our thoughts and words; a vision statement makes that creating conscious instead of accidental.
- A good vision statement is written down, in present tense, covers many activities and time frames, and is packed with sensory detail that makes it feel real.
- Be specific: vague requests ('just give me anything,' 'I want to be happy') can't be fulfilled.

- Your 'point of power' is the moment you feel frustrated — imagine the exact opposite, and you have the seed of your vision.
- Visions work for relationships too: Bebe and Jill both wrote out ideal-life visions and saw them come true; you can't change others, but you can change your standard of acceptance.
- A clear vision is a magnet and a filter — it attracts helpers, partners, and clients who share it.
- The chapter closes with exercises projecting your life 3, 5, 10, and 20 years out, for both individuals and organizations.

Passages worth keeping

“Not to have your own vision is to live somebody else's.”

The chapter's core warning — Jill realizes she was living her husband's vision, not her own.

“A compelling vision must be so clear and so powerful that its very magnetism and gravitational forces will literally pull you toward it.”

Defines the standard a vision statement must meet.

How it connects

The Bible frames the whole idea: it opens with the vision of Eden and ends with the hope of heaven on earth, showing that Scripture itself runs on a compelling picture of the future. Jesus is cast as a master 'recruiter' who drew followers with vivid pictures of the life they'd gain.

Scripture referenced

- **Proverbs 29:18** -- 'Where there is no vision, the people perish' — the chapter's anchor text.
- **Genesis 1:3** -- 'Light be, and Light was' — creating reality by the spoken word.
- **Luke 12:32** -- 'Fear not... it is your Father's good pleasure to give you the kingdom' — permission to ask boldly.
- **Matthew 7:9-10** -- The son given a stone instead of a fish — the need to ask specifically.