

DEVELOPING A SHARED VISION OF SUCCESS FOR FLORIDA'S RAIL SYSTEM

STRATEGIC VISIONING

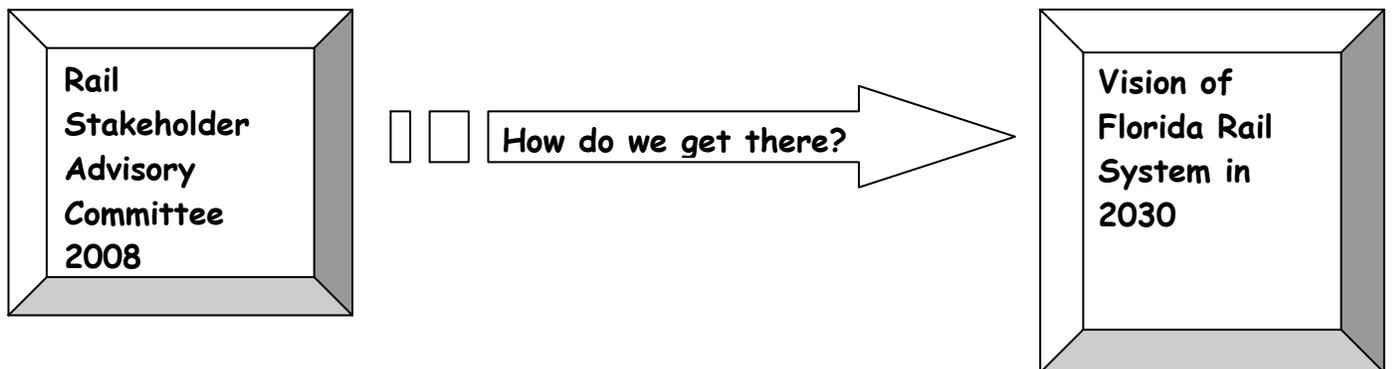
"If you do not know to which port you are sailing, no wind is a good one." - Seneca

"I skate to where the puck will be, not to where it's been." - W. Gretsky

"The future ain't what it used to be." -Y Berra

"Without a vision, the people perish." -Proverbs 29:18

- Effective planning begins with a shared vision
- A vision can establish the common ground upon which to build a plan for the future
- A vision shows where we want to go—it provides strategic direction
- A plan explains how we get there



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STRATEGIC VISIONING WORKSHEET

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What is a potential but undesirable future for the rail system in Florida? (use the space below to note your ideas)

If everything went right what will the rail system in Florida look like in 2030?

Instructions: (Using one of the two questions below) You will be asked to generate one sentence responses to one of the question below. Try to capture one idea per sentence. Facilitators will ask you to read your sentence and record it electronically on screen. Before we begin, take a few minutes to record your own ideas.

1.It’s 2030. You have been asked to write a guest newspaper column on the stellar accomplishments of or development in the rail system in Florida over the last 20+ years. What would be the headline? What would you say?

2. What would you like people to be saying about the rail system in Florida and how it is serving the transportation needs in 2030? What will the state be doing in 2030 that is different from what it is doing today?

VISION THEMES

Review the vision statements from the committee discussion and list below any “themes” you think characterize the desired future for transportation services for the disadvantaged in Florida:

VISION GOALS

A goal is a desirable end state expressed in fairly broad language.

Objectives are specific outcomes expressed in concrete terms, that when achieved, help to accomplish the goal.

The vision themes can be expressed as strategic directions or goals.
Discuss how to state each vision theme as one or more goals: