

# Visioning of Agriculture in the Rural Community



Rural Planning & Nutrient Management:  
Issues and Approaches Workshop

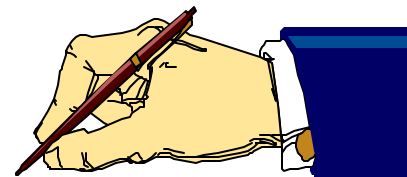
# Module Objectives

- Understand what a vision statement is and why it is important.
- Understand how a vision statement relates to the activities and decisions of the municipality.
- Be able to participate in a visioning process and create a vision.
- Your personal learning objective.

# Your Learning Objectives

What are your objectives for this workshop?

Please jot these down and review them at the conclusion of the workshop and let us know if your objectives were met.



# Outline of Agenda

- What is a Vision Statement?
- How to make and effective Vision Statement?
- The Visioning Process.

“A vision is little more than an empty dream until it is widely shared and accepted. Only then does it acquire the force necessary to change an organization and move it in the intended direction.”

Burt Nanus, Visionary Leadership

# What is a Vision Statement?

- It is the 'Big Picture' of our desire for the future.
- Focal point for planning.
- Standard against which actions and options are evaluated.

# What is a Vision Statement? Cont'd.

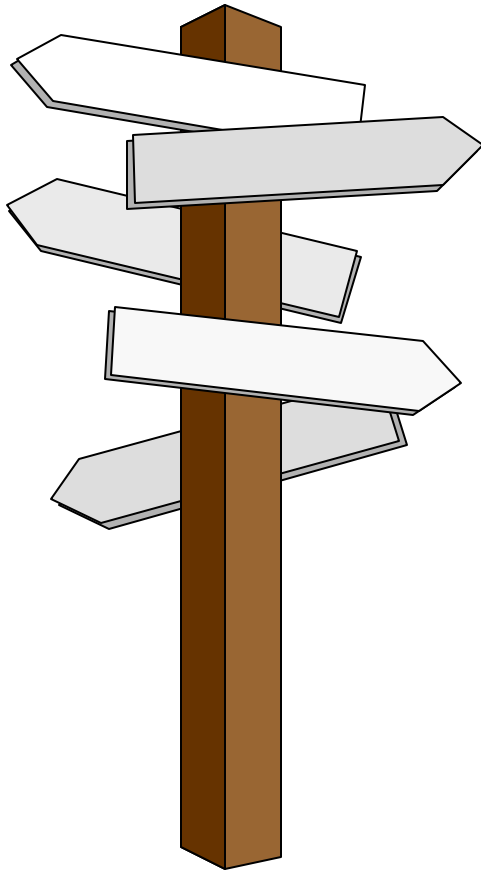
- **Allows us to set Goals and Objectives**
  - Goals - stages to be reached in order to meet desired vision.
  - Objectives - measures or targets that indicate goals are being achieved.
- **Particularly relevant in land use planning**
  - results of planning decisions are seen on the landscape in a tangible way.

# *Exercise # 1: Develop a Vision Statement for Rural Ontario.*

- What is your vision of Rural Ontario?
  - As you think about this question, consider the issues and trends that are shaping your vision. You might want to note them down.
  - Record your vision pictorially on the piece of paper provided. However, if you feel constrained by drawing, you should feel free to choose another method. Most importantly... Be Creative!!!
  - We will then compare and discuss visions... Remember each vision is a reflection of our own experiences and values. There are no right answers!

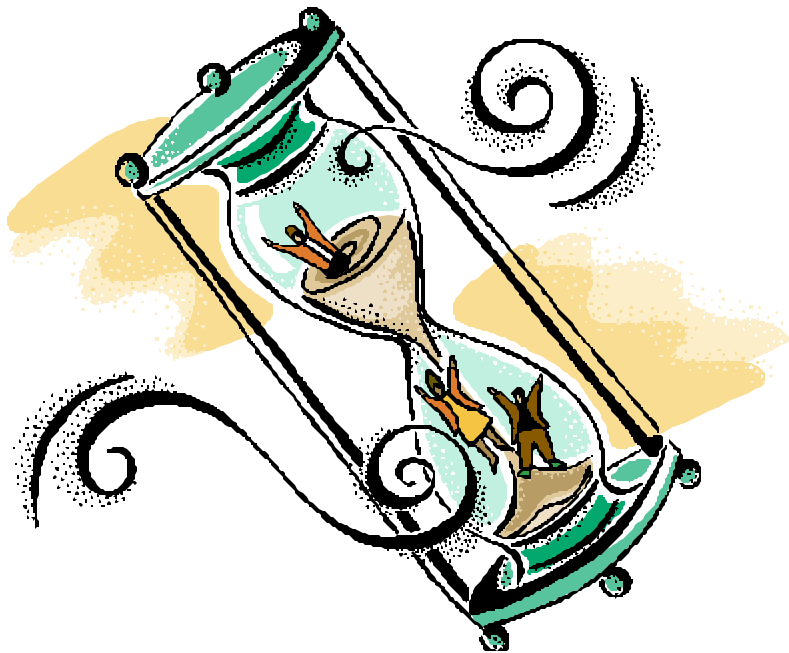


# Why is a Vision Statement Important?



- The Community must Control its Destiny.

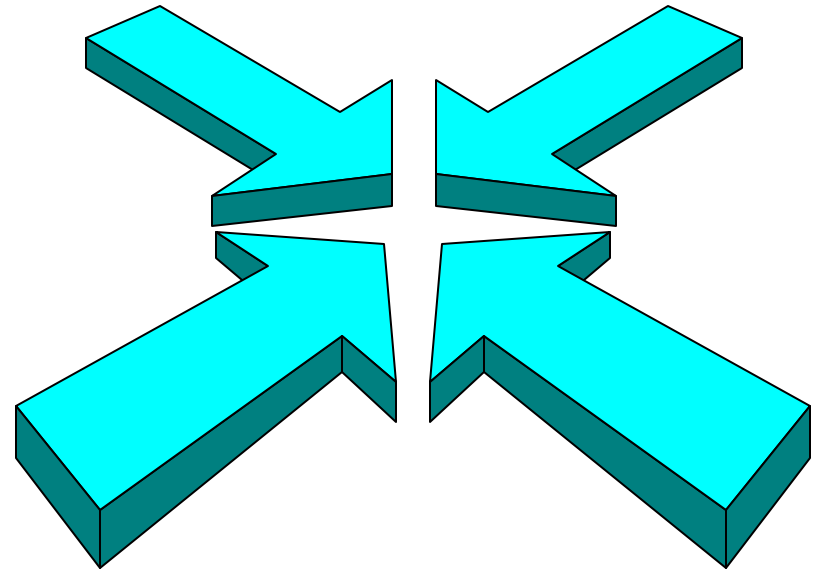
# Why is a Vision Statement Important? Cont'd.



- Change is Inevitable!

# Why is a Vision Statement Important? Cont'd.

- Gives a Focus to Energy



# Why is a Vision Statement Important? Cont'd.

- Team Work Is Essential



# Why is a Vision Statement Important? Cont'd.



- Opportunity and Threat Management

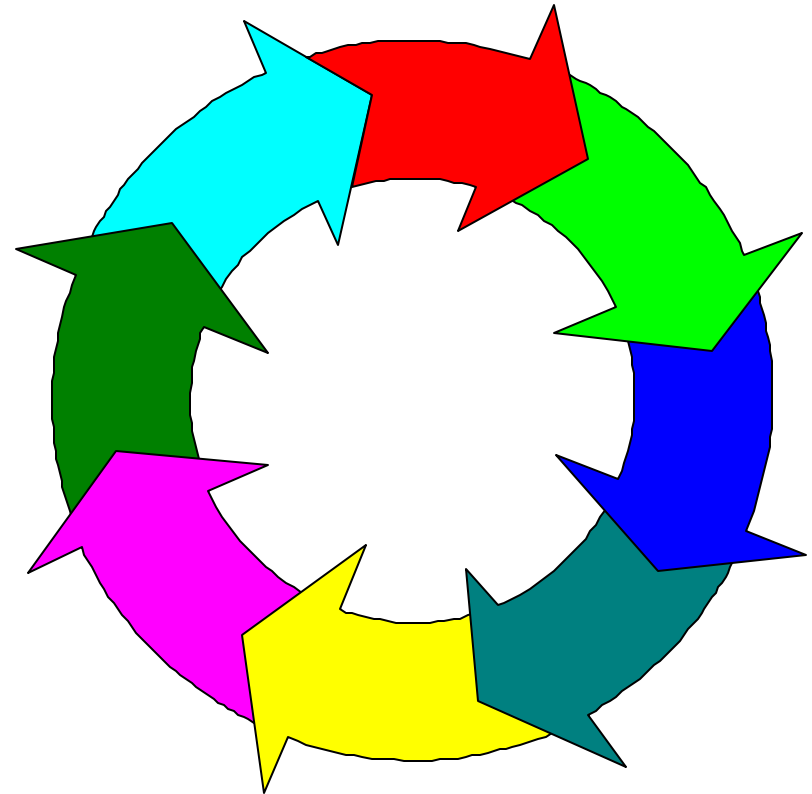
# Why is a Vision Statement Important? Cont'd.



- Strategic Alliances and Partnerships

# Why is a Vision Statement Important? Cont'd.

- Leadership Transfer With Continuity



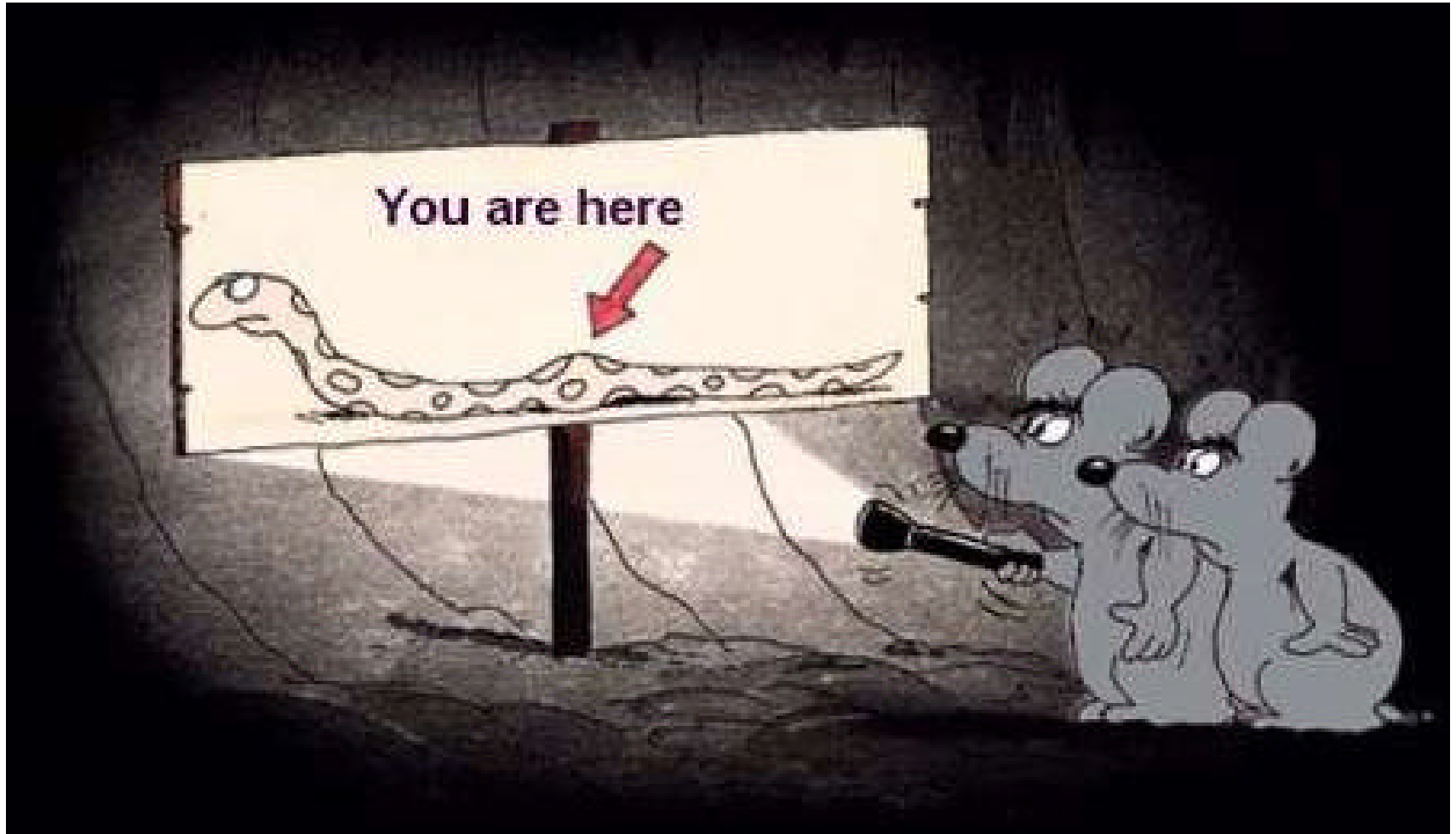
# Why is a Vision Statement Important? Cont'd.

- Know What Success Looks Like





## When A Vision Statement Isn't Important?



# What Makes An Effective Vision Statement?

- Compelling and Satisfying
- Challenging
- Beacons
- Embodies the Past and the Future
- Meaningful
- Stresses Potential
- Short

# When Should A Municipality Consider Developing a Vision Statement?

- After an election with a newly elected council.
  - Effective way to learn the interests of each council member.
- During the Review of a New Official Plan or the Development of A Strategic Plan.
- After a Municipal Re-structuring Exercise.
- There is NO Bad Time!

# Who Should Be Involved in a Municipal Vision Statement?



The Community!!!

*Rural Planning and Nutrient Management*

# Designing a Visioning Process

- Bring group together and clearly state the purpose of the meeting.
- Provide the group with a variety of materials to record their vision.
- Pose questions which prompt group members to think about the context of the vision. Questions should be simple, and allow for creativity.
- Allow sufficient time for group members to develop individual responses.

## Designing a Visioning Process - Cont'd.

- Discuss individual responses.  
Note the similarities and differences.  
Discussion may clarify and reduce differences.
- Record the results.  
Make them available to all group members.
- Share the vision! Leaders can help maintain focus and energy by positioning the vision in all discussions.
- Visions are not static. They are subject to change as the community evolves and the outcomes of activities are evaluated.

# Important Things to Remember

- Visioning works most effectively 'Face-to-Face'
- Recognize that different group members can have different visions. This can still be a workable situation.
- Visions should be recorded - It doesn't have to be writing! Don't rely on memories!
- Don't forget to evaluate and monitor your decisions - Are they getting towards your vision?

## Important Things to Remember Cont'd.

- Facilitators need to be sensitive to resistance. Visioning deals with change,
- A visioning process doesn't solve problems. It's about a framework for resolving issues.
- You need the commitment and willingness to use the vision. In addition, you need to have the capacity to undertake a visioning process.



## *Exercise # 2: Match Your Vision With Your Decisions*

- **Purpose of Exercise:**
  - to highlight connections between visions and decisions
  - to encourage discussion between seminar participants
- **Instructions:**
  - Consider yourself to be advising Council or you are a member of Council that has established the following vision statements listed under the Vision column. Review the adjacent decision option and answer *yes* where the decision matches the vision statement or *no* if the decision doesn't match the vision. Discuss your responses with the group.

# Review and Summary

- Visioning
  - An effective tool for land use planning and rural communities
- Evaluation
  - Please fill out evaluation forms included in your workbook.
  - Were the module objectives and your learning objectives for this session met?