

## *Step 2: Plan and Organize*

### **Handout: Brainstorming the Dream**

#### Top 10 **Do's** and **Don'ts**:

1. **Do** think big and out of the box.
2. **Don't** bring traditional stereotypes and preconceived notions to the discussion.
3. **Do** include one benefit for each stakeholder.
4. **Do** establish a future date to accomplish the vision: 5, 10, 20 years ahead.
5. **Do** understand how you want to measure your efforts.
6. **Don't** be too broad; people embrace ideas they can understand and put their arms around.
7. **Do** define the geographic boundaries of the area.
8. **Don't** forget to include who, what, where, when, how and why.
9. **Do** be concise: strive for 50 words or less (wording that will fit on the back of a business card).
10. **Do** make sure all goals, objectives, tactics work toward meeting the vision.



*“Results happen when people are working toward common goals and objectives. By embracing a specific vision, team members stay on track and focused on producing results for specific customers.”*

Dean Landeche, Director, E-Business, Training & Communications  
Hobart & ITW Food Equipment Group  
Troy, Ohio

