



Lighthouse Statement™

What do we do next as an organization?

Where are we going? What is our destination?

What does our organization look like in 5 to 10 years?

What is our BHAG?

What are we going to accomplish that is so big we can hardly imagine it?

Start with a lead-in sentence (summary, easy to remember, symbolic of the whole iDest).



Lighthouse Statement™

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



Lighthouse Statement™

[illegible]



Lighthouse Statement™

[illegible]



Lighthouse Statement™

Can you visualize your iDest?

Will anyone who reads it be able to visualize it?

Does it have a beginning and an end?

Do you know when you expect to arrive?

Will you know when you get there?