

SOURCE: FAO-UPADI GUIDE ON "ELABORATION D'UNE VISION COMMUNE POUR RENFORCER LA PERFORMANCE L'EQUITE ET LA GOUVERNANCE DE L'OP".

SESSION 4: DEVELOPING A SHARED VISION FOR FOS



Food and Agriculture Organization
of the United Nations

OBJECTIVES :

BY THE END OF THE SESSION PARTICIPANTS SHALL:

- **UNDERSTAND THE IMPORTANCE OF BUILDING A SHARED VISION**
- **IDENTIFY DIFFERENT STRATEGIES FOR BUILDING A VISION**

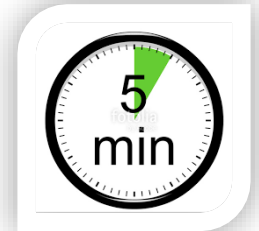


Exercise 1

- Form 4 groups and nominate a rapporteur
- Discuss within the group and respond to the following sentence:

“What do you think the General context and the Farmer Organizations will look like if nothing will change in 10 years time ?”

- Summarize in one sentence and share in plenary



Exercise 2

● In the same groups, now discuss the following question:

- “What kind of changes would you like to see happening in the general context and for the farmer organizations by 2028?”
“In 10 years time

- Identify a rapporteur and report to the plenary



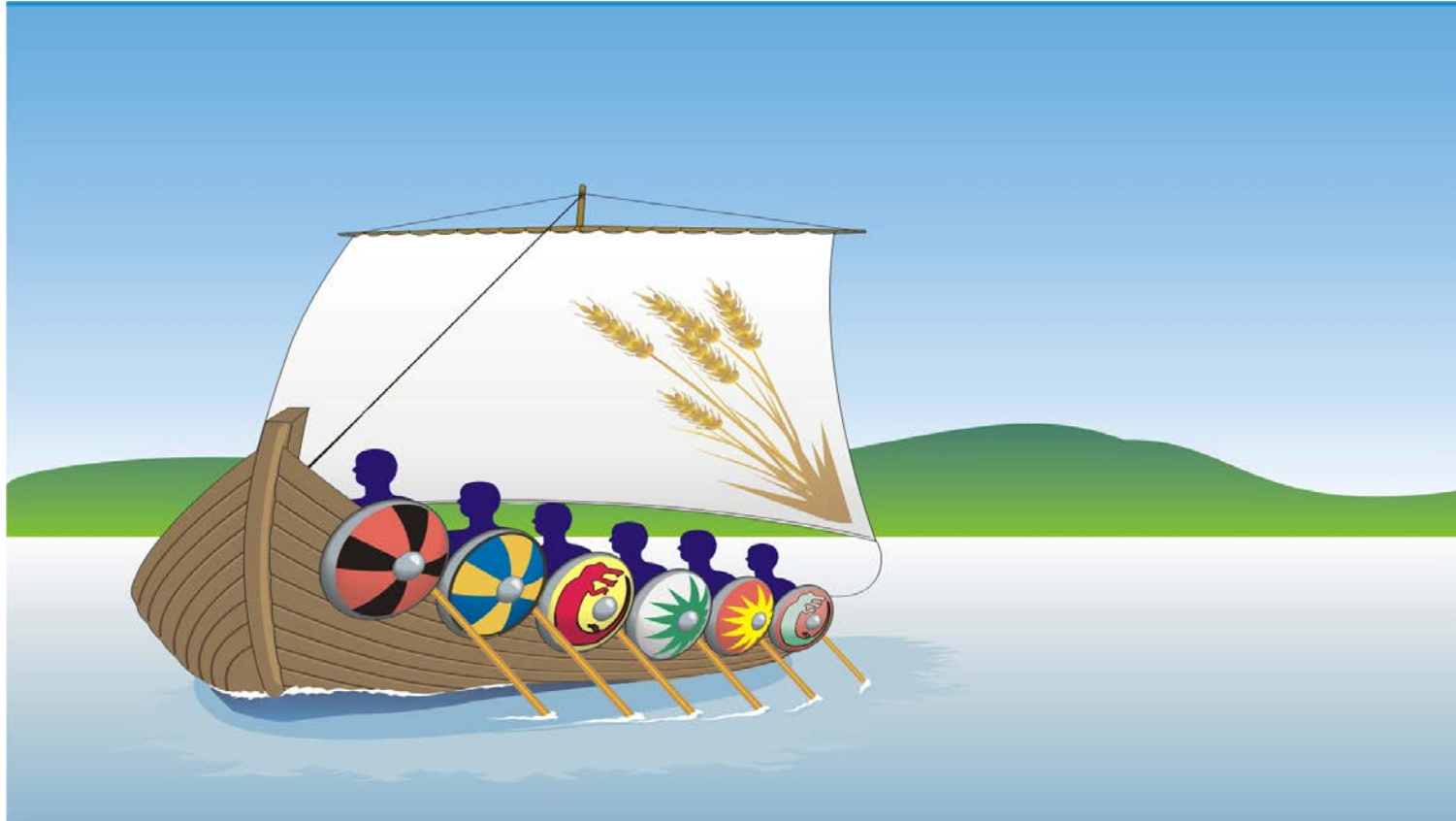
THREE KEY QUESTIONS LEADING AN ORGANIZATION

WHAT = VISION
IMAGE OF THE FUTURE WE WANT TO CREATE

WHY=MISSION
REASON OF BEING FOR AN ORGANIZATION

HOW=VALUES AND PRINCIPLES
THE WAY WE ACT AS AN ORGANIZATION TO ACHIEVE OUR VISION

THE POWER OF A SHARED VISION



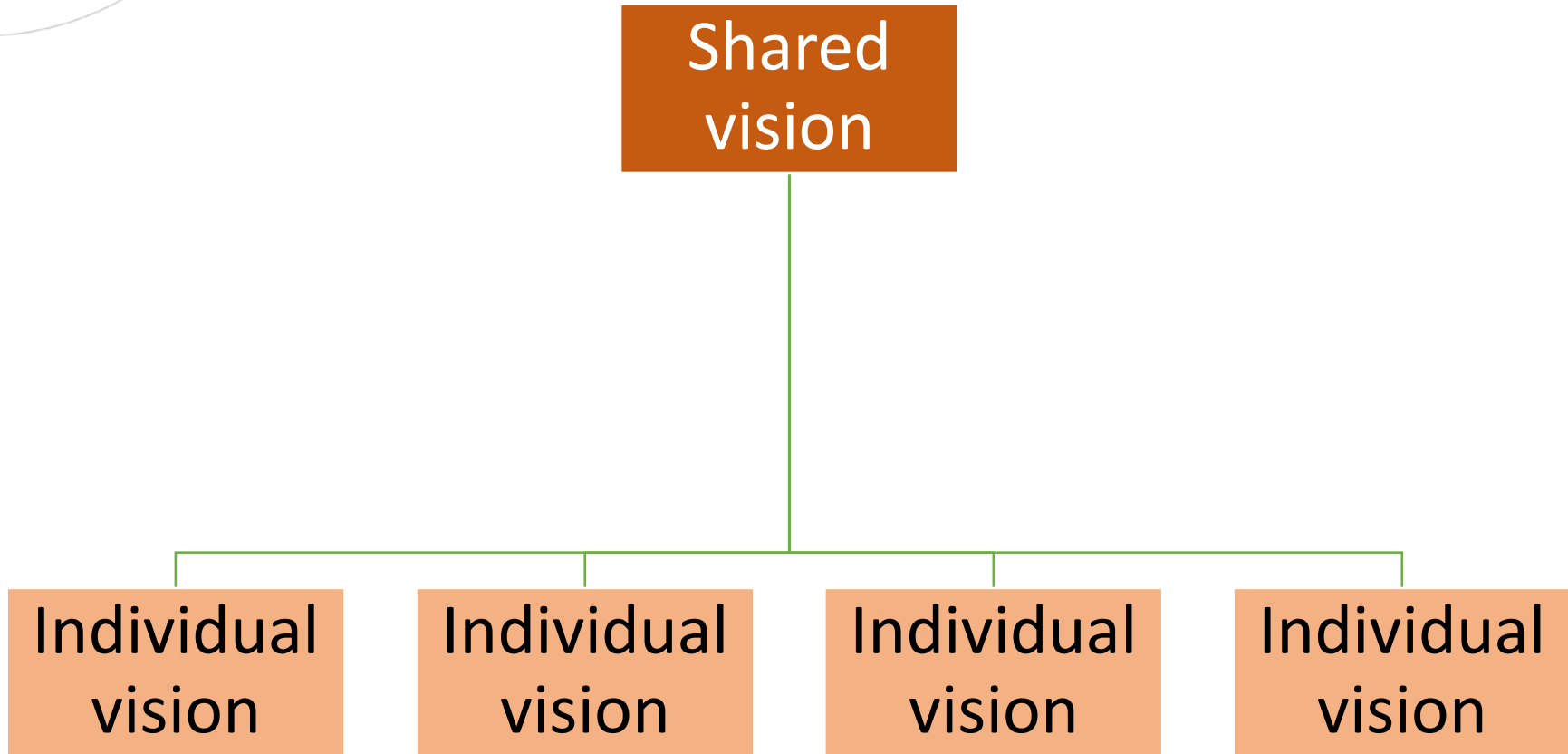


WHAT IS IT A SHARED VISION?

A shared vision is one of the greatest strengths that an organization can have because it :

- Arouses enthusiasm,
- Connects individuals,
- Motivates people in bridging the gap between the current reality and the vision
- Reinforce the sense of belonging to the organization

HOW TO BUILD A SHARED VISION



HOW TO BUILD A SHARED VISION

Vision
derives from
dialogue and
concerted
action



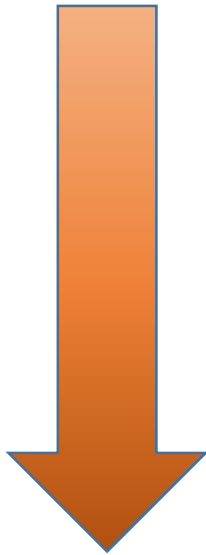
Clarity of a
shared vision

Vision
arouses
enthusiasm

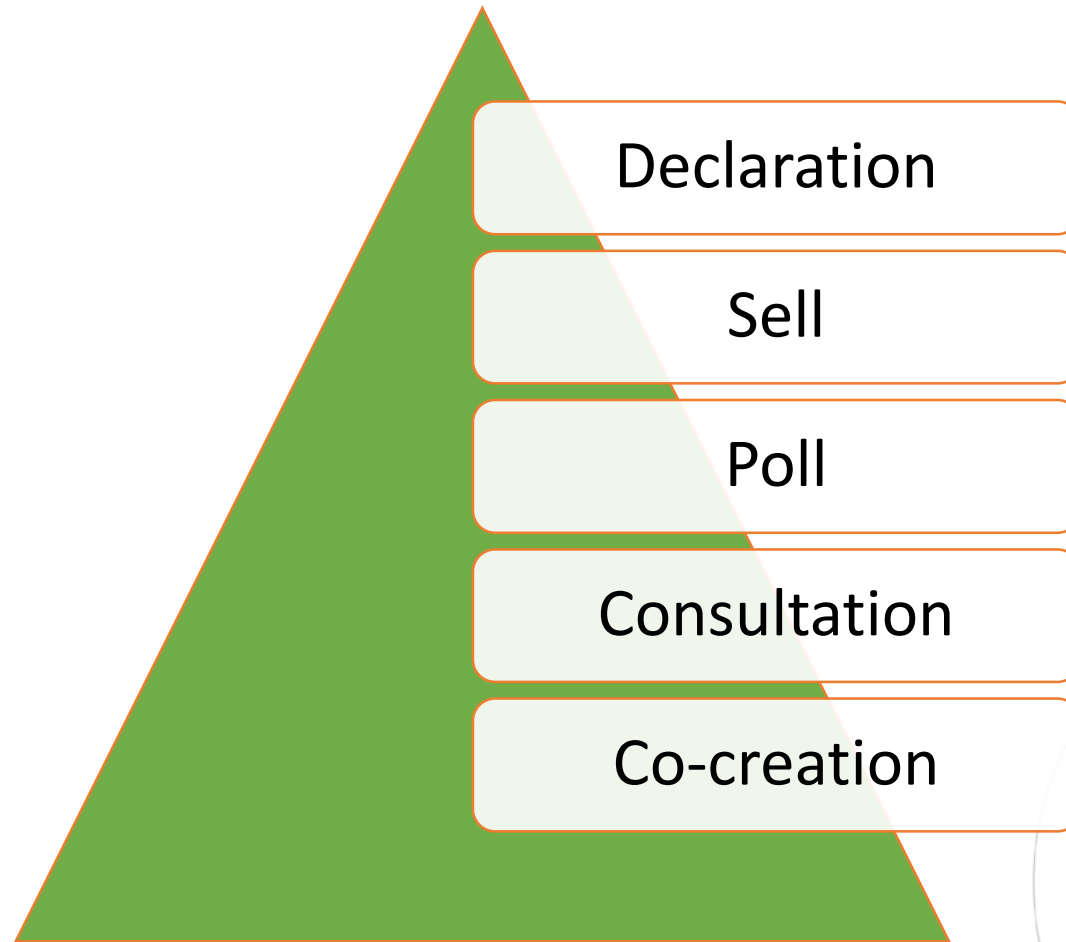


FIVE STRATEGIES FOR DEVELOPING A SHARED VISION

least
participatory



more
participatory



DECLARATION



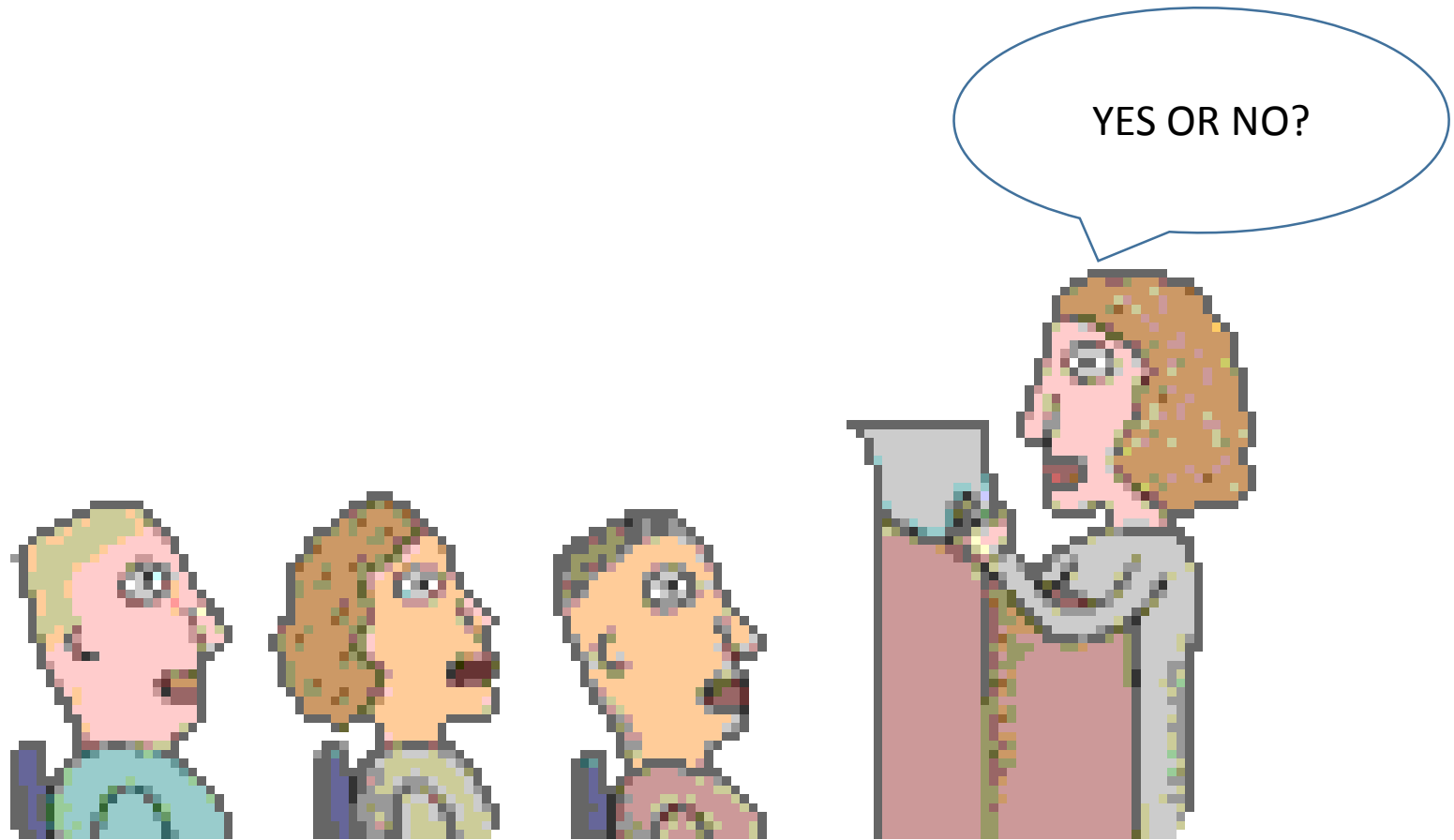
THE LEADER KNOWS THE VISION AND THE ORGANIZATION MUST FOLLOW IT

SELL



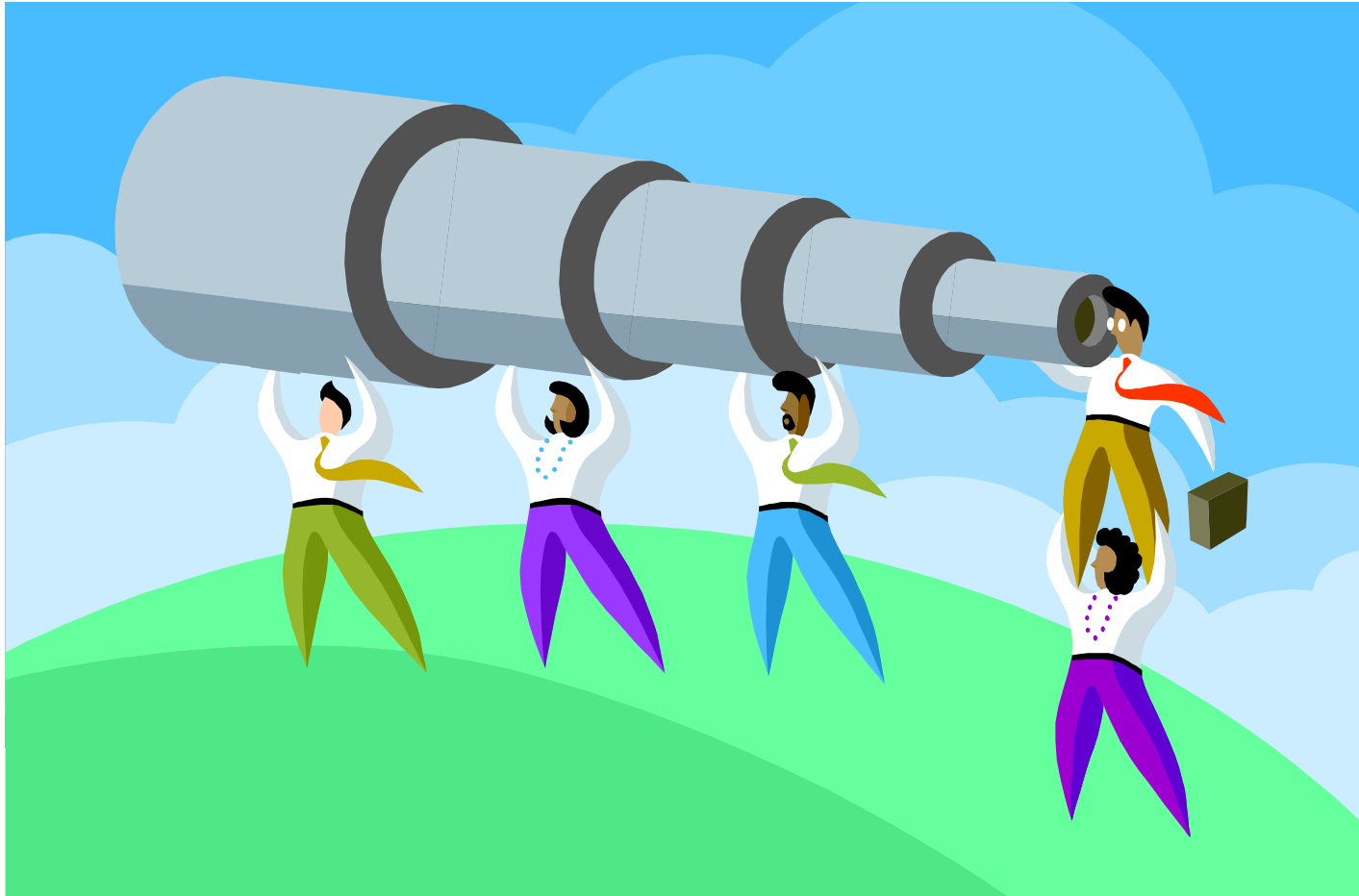
THE LEADER KNOWS THE VISION BUT NEEDS BUY-IN FROM THE THE ORGANIZATION

POLL



THE LEADER HAS IDEAS ON THE VISION BUT WANTS TO KNOW THE REACTIONS OF THE ORGANIZATION

CONSULTATION



THE VISION IS CREATED AT THE TOP OF THE ORGAIZATION BUT WITH A CONSULTATION PROCESS

CO-CREATION



LEADERS, MEMBERS AND STAFF WORK TOGETHER TO CREATE A COMMON VISION THROUGH SEVERAL OCCASIONS OF DIALOGUE AND EXCHANGE

SEVEN POSSIBLE REACTIONS

Commitment



Support



Sincere collaboration



Formal collaboration



Resistant compliance



Rebellion



Apathy





Bringing Organisations & Network Development
to higher levels in the Farming sector in Europe



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END

