

SESSION 2: BUILDING A SHARED VISION FOR FOS

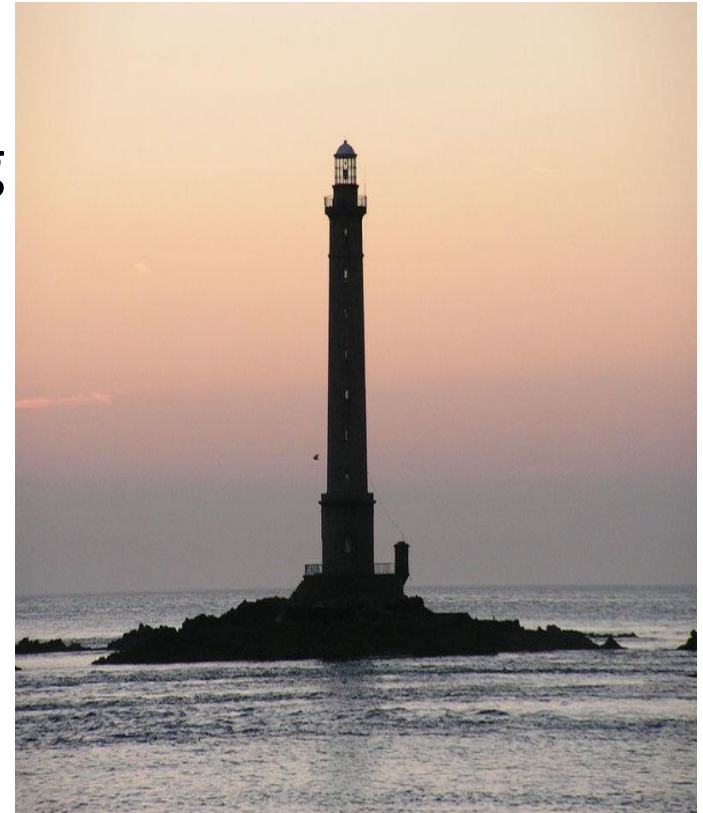
SOURCE: FAO-UPADI GUIDE ON “ELABORATION D’UNE VISION COMMUNE POUR
RENFORCER LA PERFORMANCE L’EQUITE ET LA GOUVERNANCE DE L’OP”.

Mariagrazia Rocchigiani
FAO, Capacity development expert, PSPFF
Chisinau, 25 February 2020

OBJECTIVES

By the end of the session participants shall:

- Reflect on the importance of building a shared vision
- Identify different strategies for building a vision



Debate

- Six volunteers will form 2 teams of 3 people
- The two teams will simulate a discussion during a BOARD mtg of their organization, regarding the process to follow to develop a new vision in their organization
- Team 1 will be formed by people who are convinced that leaders only have to define the vision **“Define the vision first”**.
- Team 2 will be formed by people who are convinced that it is important to consult with members **“Consult first with members”**.
- Time : 15-20 minutes



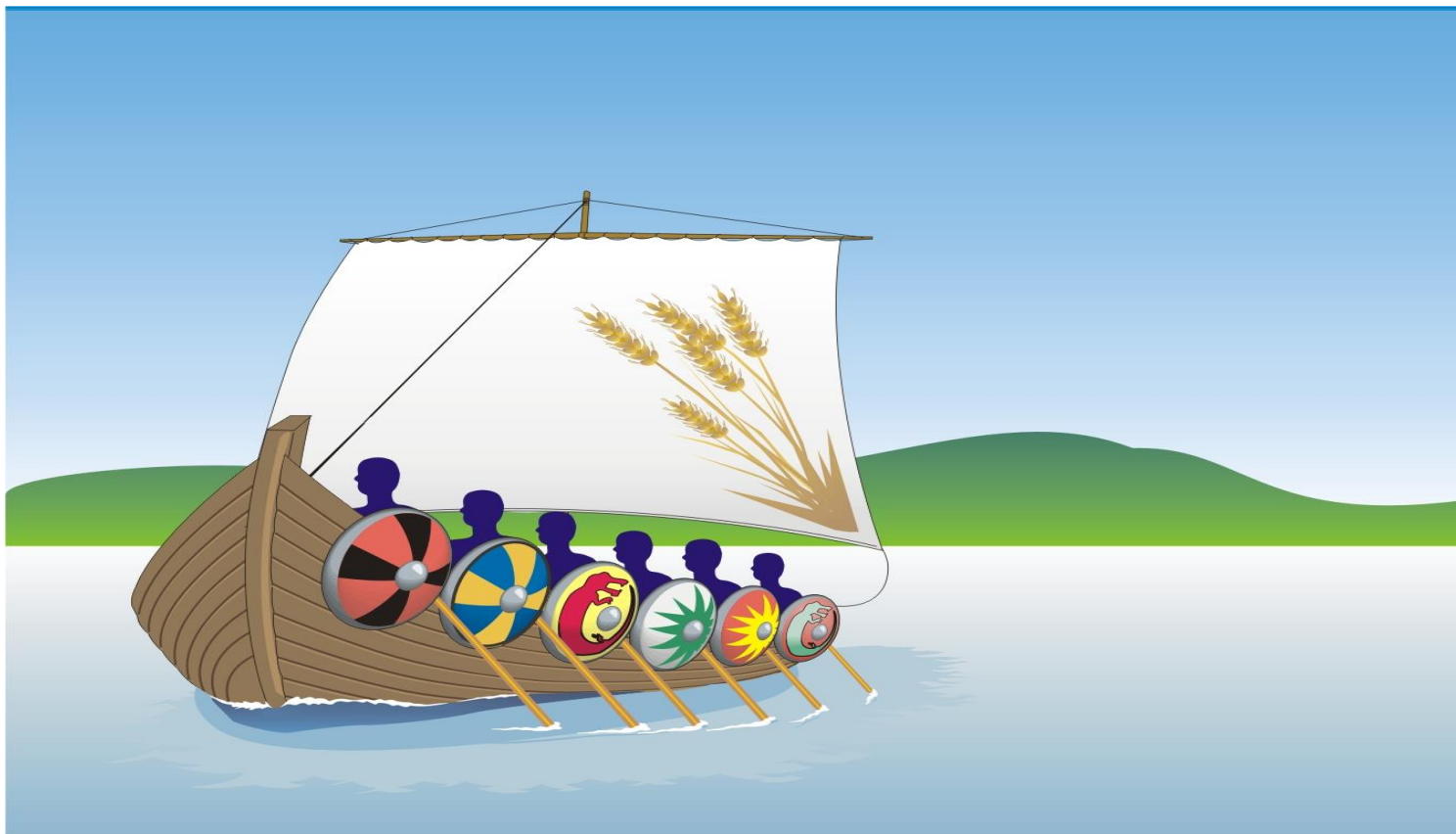
Three key questions leading an organization

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



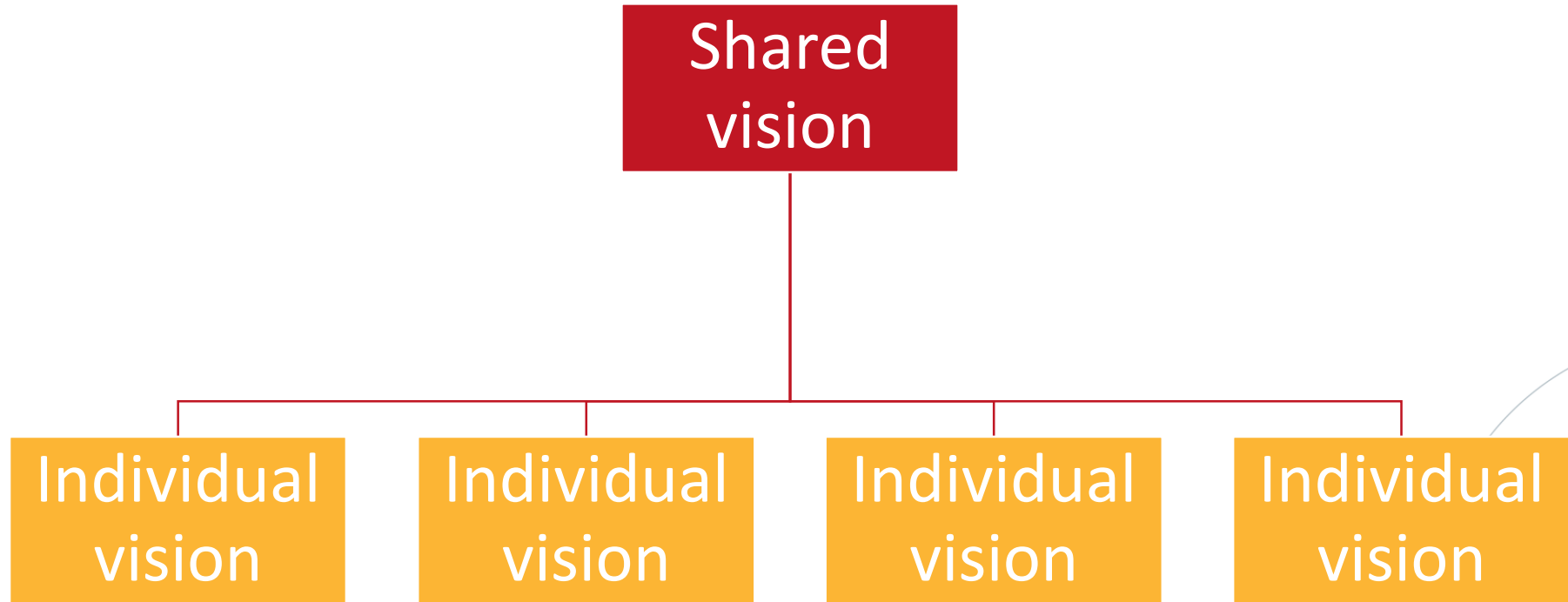
What is it a shared vision?

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

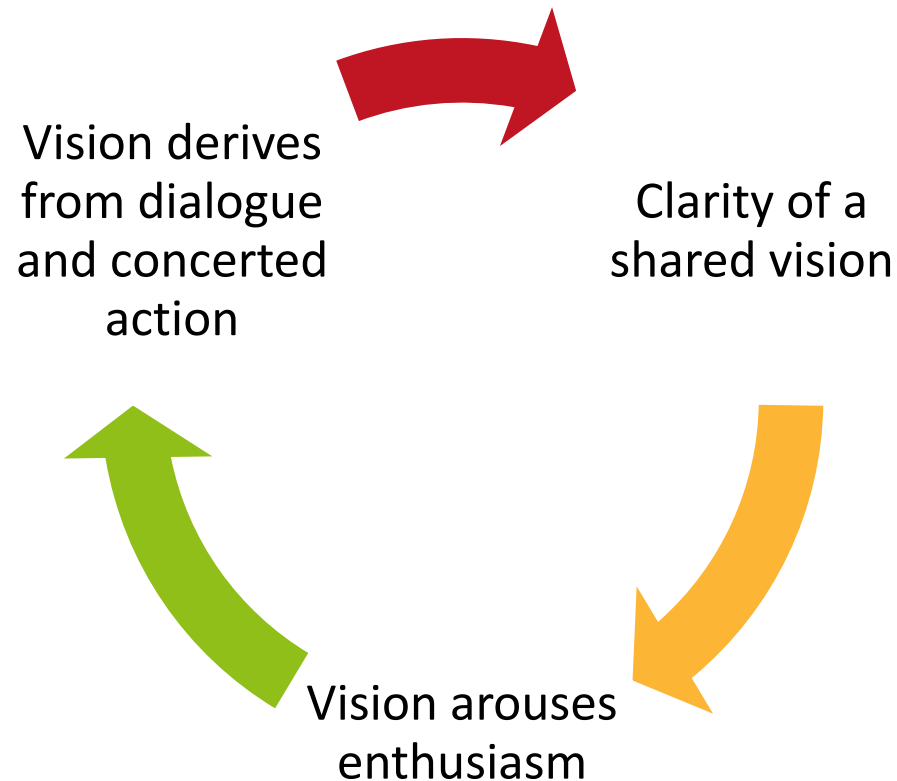
- Arouses enthusiasm,
- Connects individuals,
- Motivates people in bridging the gap between the current reality and the vision,
- Reinforce the sense of belonging to the organization.



How to build a shared vision? (1/2)



How to build a shared vision? (2/2)

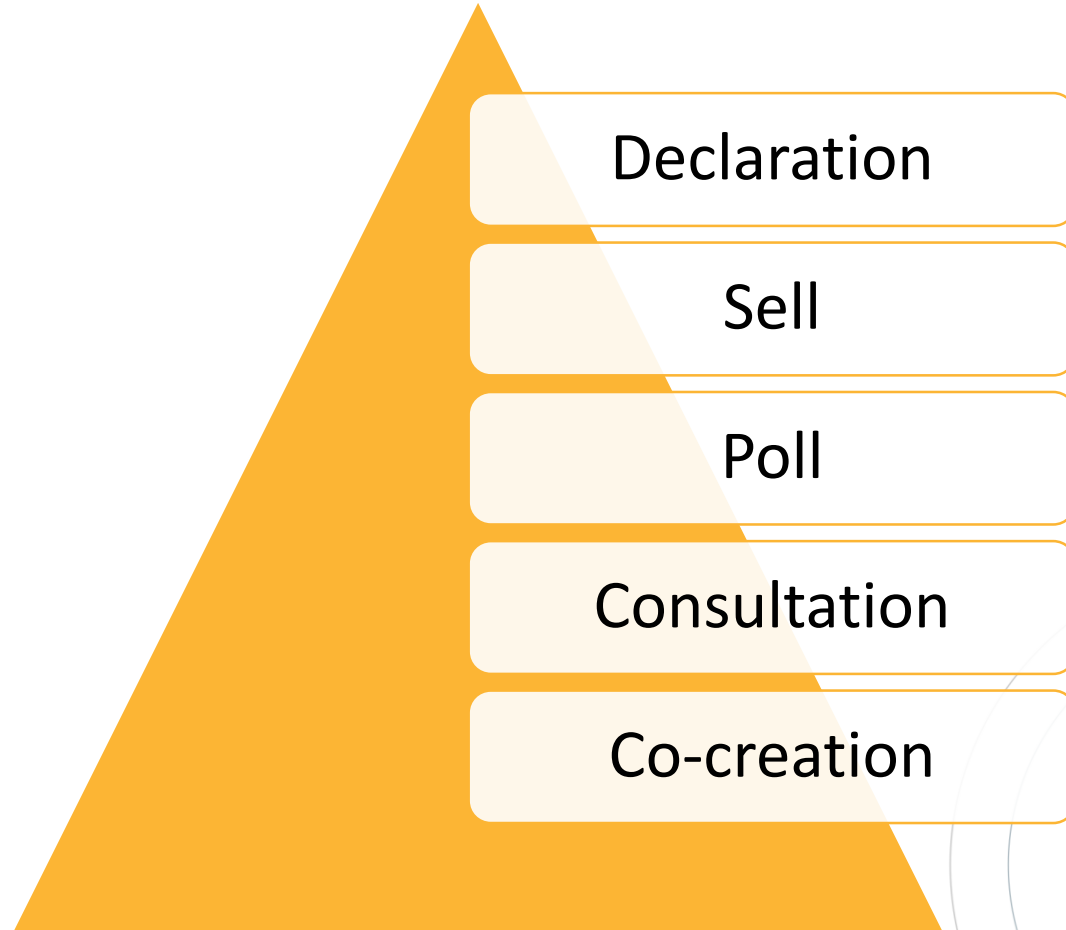


Five strategies for developing a shared vision

least
participatory



more
participatory



Declaration



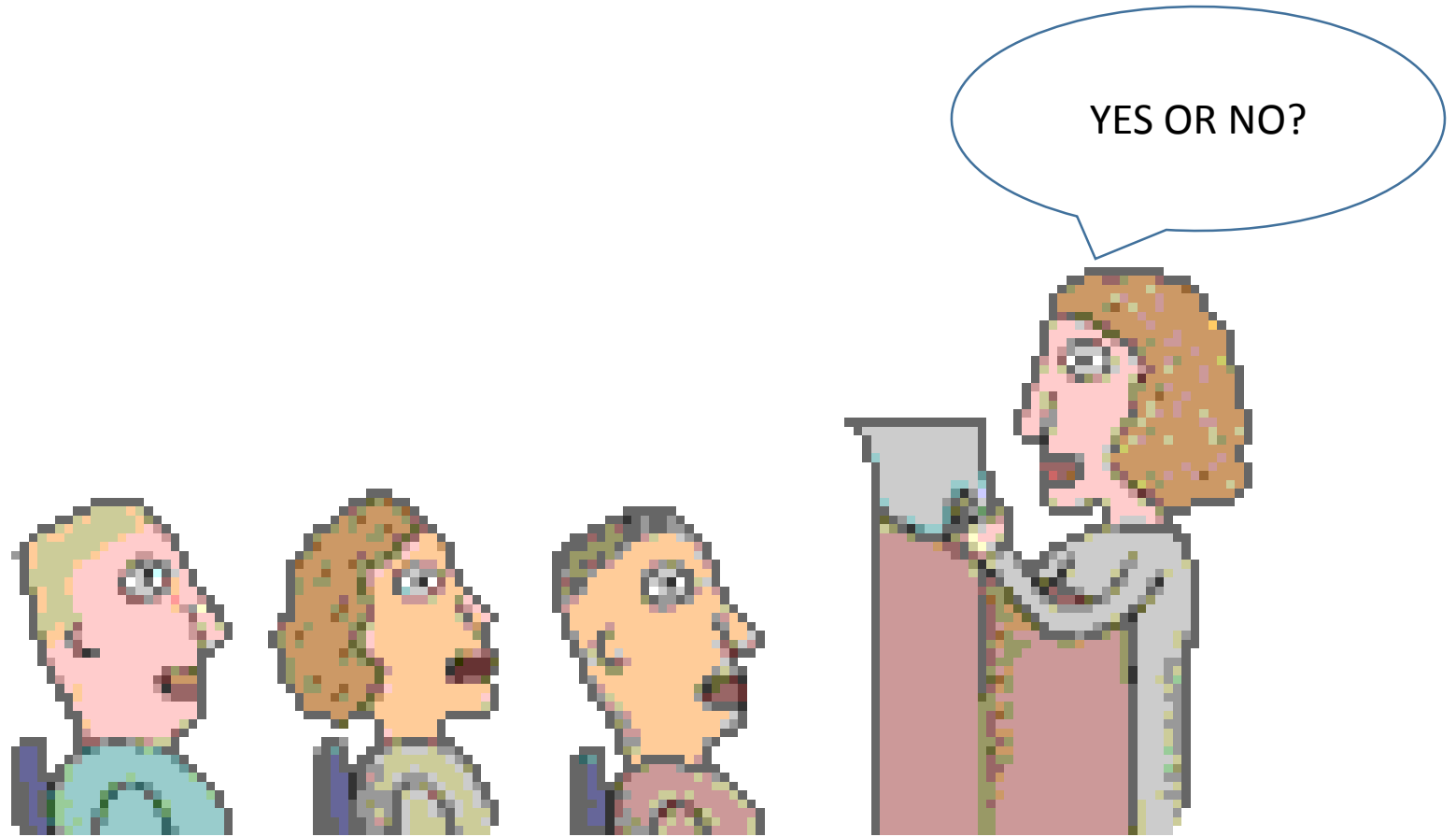
The leader knows the vision and the organization must follow it

Sell



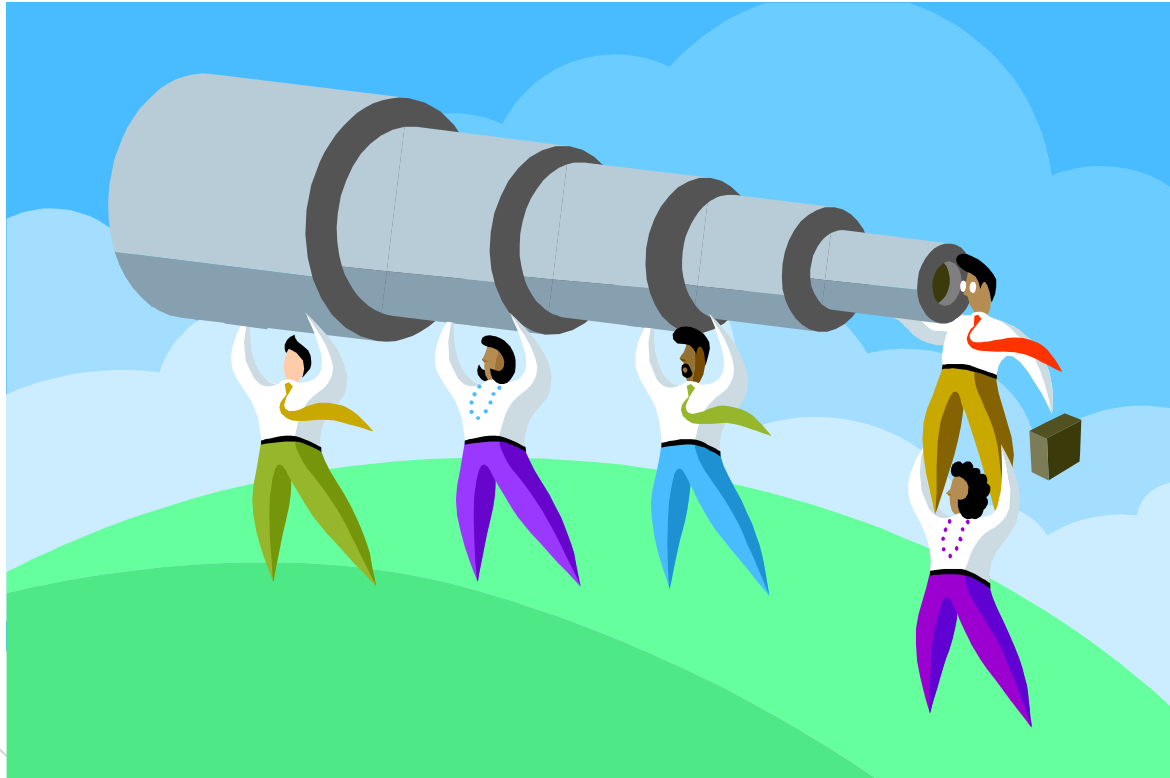
The leader knows the vision but needs buy-in from the organization

Poll



The leader has ideas on the vision but wants to know the reactions of the organization

Consultation



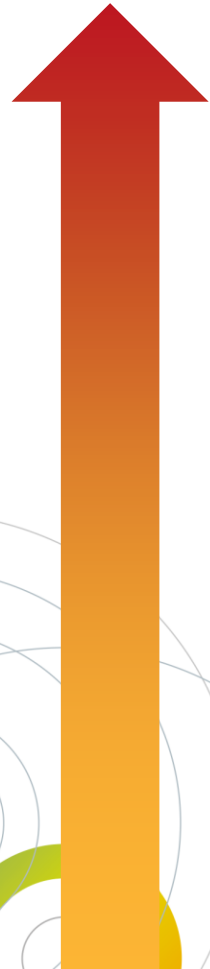
The vision is created at the top of the organisation but with a consultation process

Co-creation



Leaders, members and staff work together to create a common vision through several occasions of dialogue and exchange

Seven possible attitudes



- Commitment
- Support
- Sincere collaboration
- Formal collaboration
- Resistant compliance
- Rebellion
- Apathy





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



This project has received funding from the European
Union's Horizon 2020 research and innovation
programme under grant agreement N° 774208

Questions?

Thank You for Your Attention!