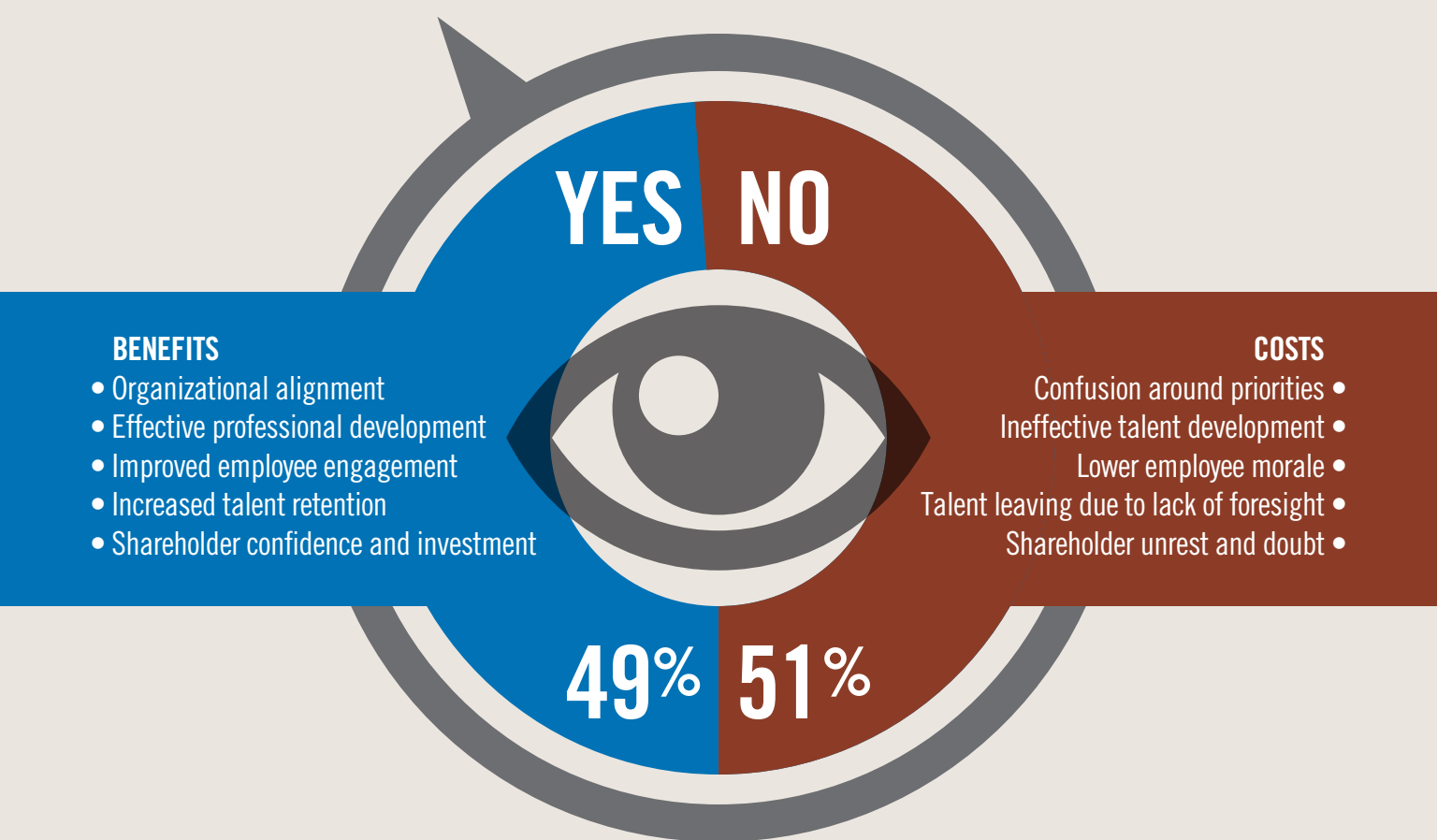


# 2020 VISION

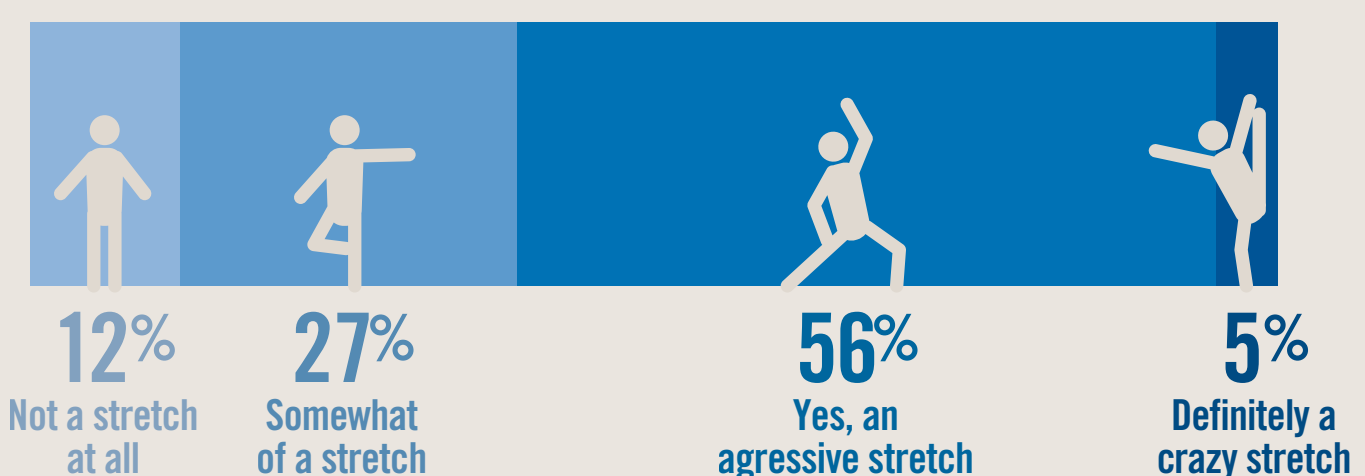
New research reveals that only about **half of all organizations have a clear view** of what they're trying to achieve by the year 2020.

**Q.** Has your organization set a 2020 goal or objective?



Among those with a 2020 goal, 61% feel that their objective is an aggressive to crazy stretch.

**Q.** Is that 2020 goal or objective more than the ordinary stretch?



## The power of clear Vision.



**29%** increase in fundraising after one year of clear vision

**13%** reduction in costs after one year of clear vision

**97** surgeries for children performed every hour

**16,000** children seen in emergency rooms daily

Children's Miracle Network Hospitals, facing a fundraising plateau as costs were increasing, made a drastic shift in organizational culture towards the goal of quadrupling fundraising efforts to \$1 billion per year by 2022. An aggressive goal, but a clear one which saw "Billion Dollar Thinking" become a backbone value of the entire organization. Within a year fundraising had increased by 29% and the cost per dollar raised was reduced by 13%. Now, three years later, CMN Hospitals is on track to hit \$1 billion per year in fundraising as early as 2021. That's the power of making organizational goals clear and visible. **That's the power of clear Vision.**

[Read the full story](#)

<http://bit.ly/1H1DKJZ>



## 2020 Vision Prescription



1. Get clear on your current annual Key Results (R<sup>1</sup>).
2. Establish where you want your company to be in five years.
3. Develop a meaningful, measurable, and memorable set of future Key Results (R<sup>2</sup>) that will get you there. Make these goals aggressive yet obtainable.
4. Assess your current organizational culture (C<sup>1</sup>) to determine the shifts necessary to achieve the culture (C<sup>2</sup>) necessary to achieve your R<sup>2</sup> Key Results.

### Get help with your 2020 Vision.

At Partners In Leadership, our mission is your mission. We partner with clients to achieve their R<sup>2</sup> Key Results and organizational mission by creating accountability and transforming culture to achieve those results, whether it's this year, next year, or beyond. For over 25 years, we have been helping clients achieve dramatic results, reporting billions of dollars in improved shareholder wealth, saving hundreds of thousands of jobs, and resulting in some of the highest praised and best places to work in the world. Contact us online at [www.partnersinleadership.com](http://www.partnersinleadership.com) or call 800-504-6070.

**#1** award-winning content

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