

Creating A Visual Vision Statement

By Julie Tutte

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I had done the exercise with much speed. I had created a written vision statement. It was descriptive. I had gotten right down to the final infinite detail. It wasn't bad at all in fact! I was reading it daily. I had placed it beside my computer. It worked, in a mediocre fashion, but not well enough to really motivate me. So, I rewrote it again, and again, and again. I found my vision statement coming and going inside my brain and never staying there for very long. I was struggling seeing my vision in my mind's eye. I need something more. But what could I do to solidify my vision so to create my ultimate life?

Then, one day, while cleaning out my filing cabinet, I stumbled upon some old file folders. Inside I found magazine clippings, cut outs, pictures, phrases, words, famous people, favorite things I loved, newspaper articles, head lines, and the like. What a treasured find! This was exactly what I needed! I was excited to see that the very things I cut out over 3 years ago applied to my life today. I sat amazed at this find. I could remember exactly why I had cut some of those pictures out!

It was right there and then that I decided I would take pieces and create my ultimate visual vision statement! There now would be no need for words. Pictures were where it was at from now on for me! So I could see my life, as I wanted it, in full blooming color!

I started this exercise about three years ago, while reading Sarah Ban Breathnach's book, "Something More". I had worked through all of the exercises she had asked of me in that book. I was just as determined then to create a more abundance life for myself and my family, as I am today!

I had cut, clipped, tore, sorted, sifted, and glanced in every magazine, every article, every newspaper and had created a stack of words, phrases, and pictures of all my favorite things. At times, these exercises brought me to tears as I had struggled through some hard times. I had made up my separate files on all the different parts of "me". Sarah had told me too! But, I had never completed the exercises. The ultimate finishing touch was to create a poster board of all the different sides of being "me". I don't know why I didn't finish it, I'm not a quitter, so I've just put it down to getting distracted by life.

Here's the concept of this exercise! The idea is to not think about why you choose what you choose. The idea is to clip out anything that appeals to you and I mean - anything!

Then, place them in the different category files below. Don't think, just do. Don't analyze, just do. It's a lot of fun!

Here are the categories:

Authentic Success (for your career self)
Authentic Style (fashion, beauty, fitness)
Return to Self (remembering who you were)
Spiritual Journey (whatever that means to you)
Relationships (family, children, parents, love, marriage, etc)
Someday (what you want - someday)
The House of Belongings (decorating, cooking, gardening, etc)
Entertainment (anything that appeals to you - music, film, documentaries, etc)
Mystery (who knows - it's a mystery!)

Now, you can place anything in any category! As an example, here's a few of mine to help you along your way.

In the "Entertainment" file I have some key people in the entertainment industry that I admire. I have a cut out of Oprah's Vogue cover shoot. I have Tracy Pollan because of her undying love and commitment to her husband Michael J. Fox. I have Goldie Hawn for her vitality, vibrance and laughter. I have Doug Flutie, the football star, holding his autistic son. These are very inspirational pieces and people.

In "The House of Belongings" I have beautiful clippings of english gardens, horses running free, cape cod homes, inviting staircases, romantic bedrooms, and luscious center pieces surrounded by delicious dishes.

My "Someday" includes a picture of my favorite vehicle and the words from a L'Oreal Paris ad - because one day - I'm going to Paris!

In my "Relationship" file I have pictures of girlfriends enjoying each other's company, babies and moms cuddling, dads playing with their children, families sharing special moments, husbands and wives committing to their lives together, elderly couples holding hands.

It also included some very powerful words such as "Work at home! How to make the dream happen!" I was so stunned to see those words! Obviously I had been dying to work from home for some time!

There's just a few examples, I think you get the jist of the exercise here!

Make your visual vision statement as personal as you are. It's an extention of all of the parts that create you. If something appeals to you - cut it out and paste it on! Don't analyze it. Don't fuss over it, just cut it out. Now, pull it all together as if you were decorating a very special room. It can be whatever you want, whatever inspires you, enlightens you, provokes change in you! Create your visual masterpiece!

Now, I'm down to the task of putting some of the most powerful of these clippings on to a pretty poster board. I went to my local craft store, picked out what I wanted, picked up some glue, and some fancy crimping scissors. I'm taking my time so that I create a masterpiece!

Once it's finished, it will tell a great story of what I want out of my life and where it's going.

I'm really enjoying this! There was obviously a reason I didn't do this before. I needed to do it now.

This has been very empowering for me. I am finding pictures work so much better for me. I love looking at what I've created so far as it inspires me more, especially on the days where the going gets tough.

So, as a final end to this article, I would strongly suggest to everyone that they take some time to create their own visual vision statment. It's been a joyous journey for me and I'm sure you will all benefit from this exercise too! I'm amazed at how much more focused I am. I smile everytime I look at it because I can "see" my vision statement!

And to Sarah Ban Breathnach, thanks for your books. They've changed my life and my way of thinking!

Julie Tutte
(c) July 2001

Julie Tutte lives in British Columbia, Canada with her hubby, their daughter, and crazy mix of animals. In her business, she draws on her 20 years in the corporate office world, with a prior 7 in retail sales. Julie is actively involved as a Leader & Coach in 4-H. One of her primary goals is to help others succeed!! She can be reached through her web site at <http://www.savvysmartbizonline.com>

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