

"If you don't care where you're going, then it doesn't matter which way you go."

-Lewis Carroll

In Alice's Adventures in Wonderland, Alice asks the Cheshire cat to tell her which way to go, and he responds that it depends on where she wants to go. When Alice replies that she doesn't care, the cat responds with the above quote. This quote speaks volumes about the importance of creating a shared vision. It is reflective of the shortsighted focus that can become commonplace in AmSpirit Chapters. To be fair, it is challenging for a lot of members to be able to visualize what they really want their chapters to become. Yet without a shared vision, the force of the status quo will prevail.

### **Our Shared Vision**

1. **Near-Full Attendance:** We will have a meeting environment where there is so much energy and excitement with respect to what members are giving and getting that members consistently attend, not out of a sense of obligation, but out of sheer desire.
2. **More & Better Qualified Referrals:** We will have a culture within our chapters where members are eager to continually find ways to increase the number and quality of referrals they generate.
3. **Out of the Box Opportunities:** We will have an environment where members care about one another so much that they are eager to find any and every way to help each other.
4. **Expanding Membership:** We will have a culture in our chapter where all members are eager and proud to talk with others about The Towne Centre Chapter and AmSpirit Business Connections.
5. **Low Turnover:** We will have an environment within our chapter, where members want to stay involved on a long-term basis.
6. **Rapid Replacement:** We will have such a productive chapter, that if we lose a member, it is relatively easy to find new members to replenish our chapter roster.
7. **Quick Decision to Join:** We will have an environment in The Towne Centre Chapter where most every prospective member knows immediately that they want and need to be involved with AmSpirit Business Connections.

*"If you want to build a ship, don't drum up people to collect wood and don't assign them tasks and work, but rather teach them to long for the endless immensity of the sea."*

-Antoine de Saint-Exupery