

**PUTTING IT ALL TOGETHER:
Creating the Mars Group and Beyond**

Once you've worked through each piece of the Vision Framework (core values, core purpose, BHAG, vivid description), you should put together a special team—"The Mars Group"—to take the output of all the groups and distill them into a consolidated draft of the final overall vision for the organization (see examples).

The "Mars Group" works like this: Imagine you've been asked to recreate the very best attributes of your organization on another planet, but you only have seats on the rocket ship for five to seven people. Who would you send? They are the people who are likely to be exemplars of the organization's core values and purpose, have the highest level of credibility with their peers, and the highest levels of competence. One method is to have all the people involved in the process nominate a Mars group of five to seven individuals (not all need to come from the assembled group), and those most nominated become members. Generally, it is best to have the Mars group not include the top officers of the organization. Then, later, those top officers can respond to the output of the Mars group to create a final articulation of the vision.

The Complete Vision Framework

