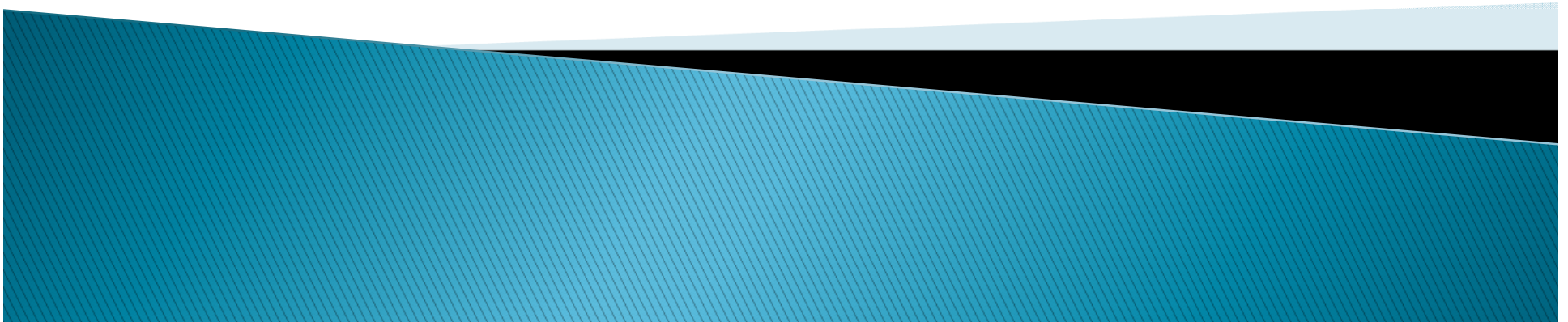# The Four "Ps" of Visionary Thinking – Purpose, Picture, Potential & Possibility ©

Florida Creativity Weekend – March 2–4, 2012

By Travis N. Turner, Esq.
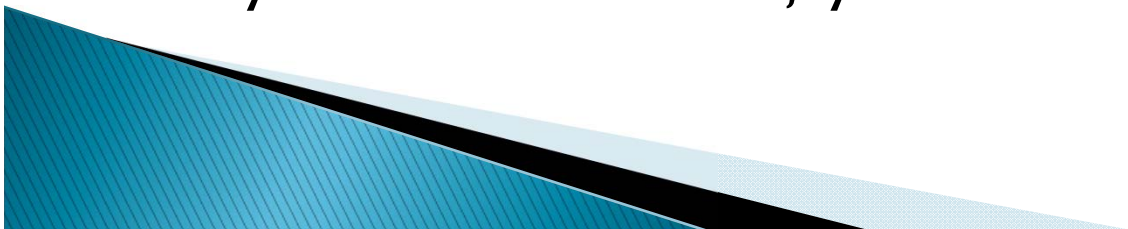
Why be a visionary?

- Fame?
- The challenge?
- Money?
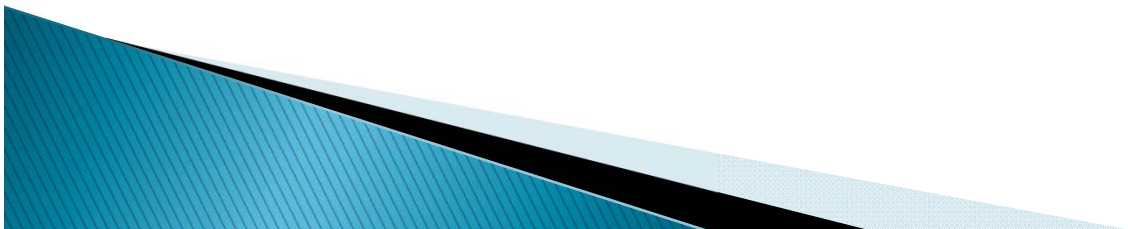- Personal satisfaction?
- Improving your life?
- Helping others?

Because visionaries create the future.

- The best way to predict the future is to create it" ~ Alan Kay

- "If you can dream it, you can do it." ~ Walt Disney

The Four Components of Visionary Thinking

◦ Purposeful thinking – set the desired outcome
◦ Picture thinking – visualize the desired outcome
◦ Potential thinking – make sure the desired outcome is worth it
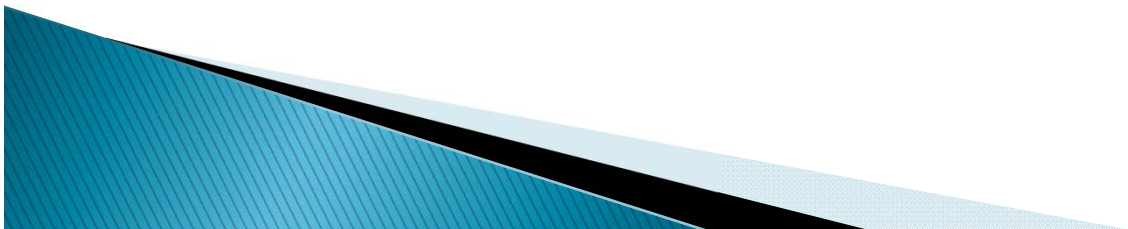◦ Possibility thinking – make sure the desired outcome is possible

Purposeful Thinking: Set your Primary Purpose

- Your "Primary Purpose" (the desired outcome) is important because it sets the course.
  - A great primary purpose leads to great results.
  - A weak primary purpose leads to wasted resources or lukewarm successes.

- Examples of a primary purpose
  - Strong purpose – Apple
    - Apple – to revolutionize consumer music hardware, software, and distribution → iPod, billions in revenue
  - Weak purpose – Sony
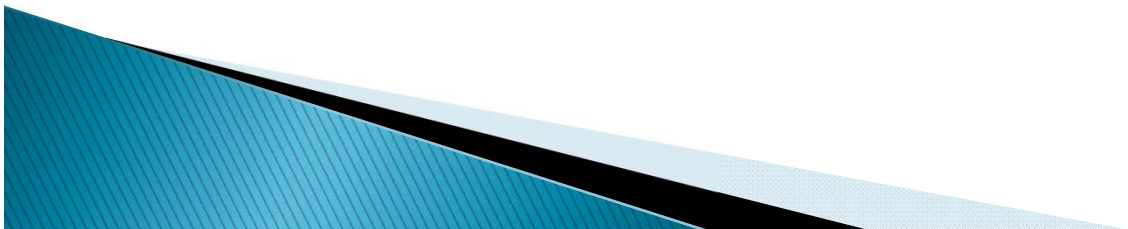   - Sony – to improve MP3 players (hardware) → lost opportunity

Purposeful Thinking: Reasons for the Primary Purpose

- Your "Secondary Purpose" is the reason(s) for creating the primary purpose.
  - Secondary purposes are important because the reason(s) for creating influences the creation.
    - These include economic, personal, aesthetic, values, etc.

- Examples of secondary purposes
  - Apple – Create world class consumer products, create new business line to supplement personal computers, create raving fans, make money
  - Sony – improve existing products, make money

Picture Thinking – Imagine the Primary Purpose
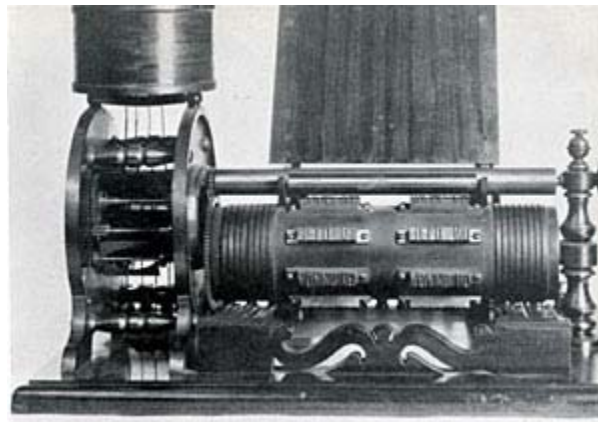
- ◦ **Conception** – You've selected your primary purpose, but it is still unclear.
  - Visualization and transcription help fill in the details
- ◦ **Visualization** – Create a mental model or picture of your primary and secondary purposes
  - Imagine with all five senses
- ◦ **Transcription** – Develop a tangible representation
  - Use words, pictures, sounds, physical models, etc.

Picture Thinking – Clarifying a Primary Purpose

- Conception – concept
  - Primary purpose – go on a dream vacation in FL
  - Secondary purpose – fun, adventure, family togetherness, sunshine
- Visualization – mental picture
  - Visualize a sundrenched beach (like in Sarasota, FL)
  - Feel the warmth of the Florida sun
  - Smell the sea water
  - Hear the crash the waves
  - Watch the bird as they swoop down for fish
- Transcription – tangible representation
  - Gather images of the location
  - Write a future journal entry about your week long vacation

The Importance of Potential Thinking

"If there is any invention on earth that we don't want down here, that is it."
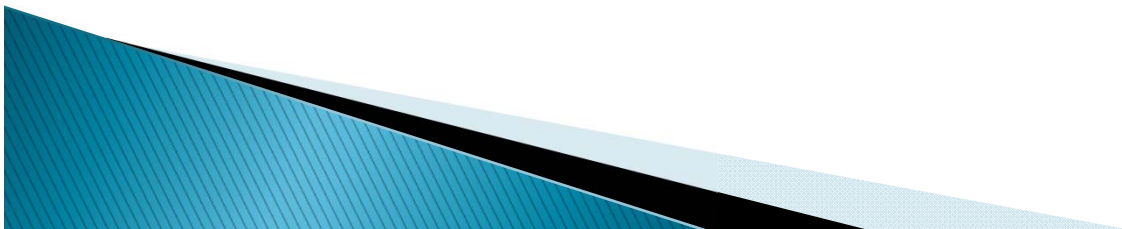Congressional Chairman to Dewitt Roberts, an investor in the project

Lesson learned – Don't spend time on a Primary Purpose with low Potential!

Potential Thinking: Imagine the Impact of a Primary Purpose

▸ **Imagine the potential impact of your primary purpose, if achieved**
  ◦ What could come from this?
  ◦ Where could this lead?
  ◦ How big is this?
  ◦ What is the best thing that could happen?

▸ **Different aspects of a primary purpose**
  ◦ Economic
  ◦ Societal
  ◦ Aesthetic
  ◦ Personal
  ◦ Scientific
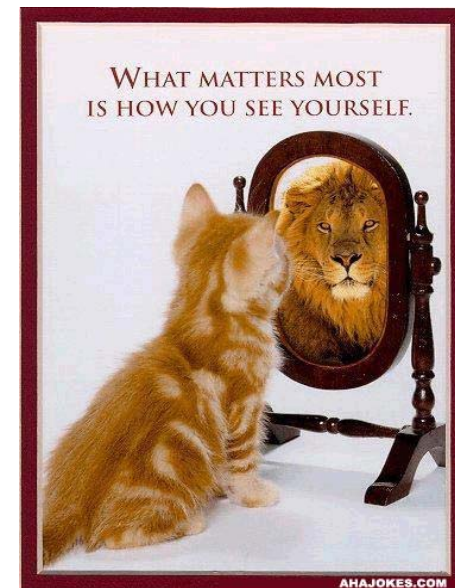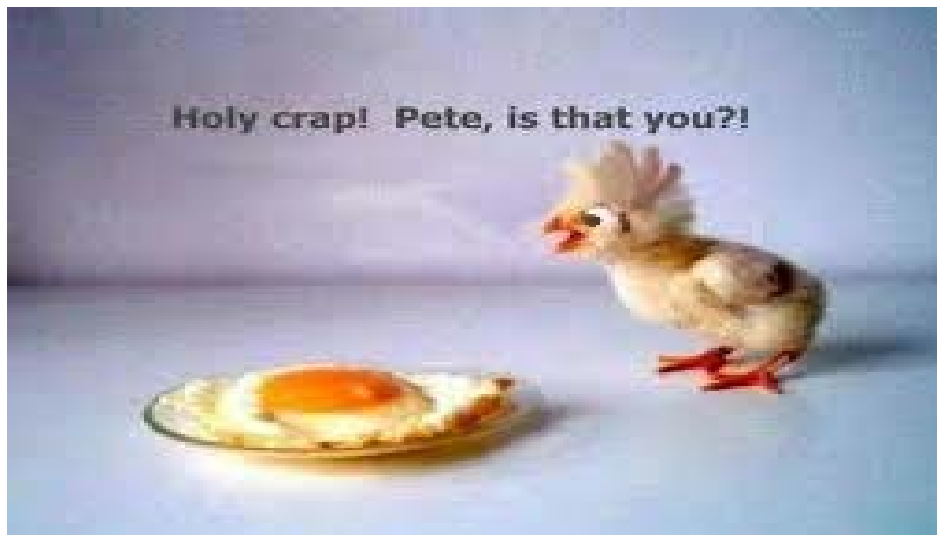 ◦ Your values

Primary Purposes <u>are not</u> created equal

Developing Potential Thinking

- Have you ever had a great idea, only to have it flattened by the first person you told it to?

Holy crap! Pete, is that you?!
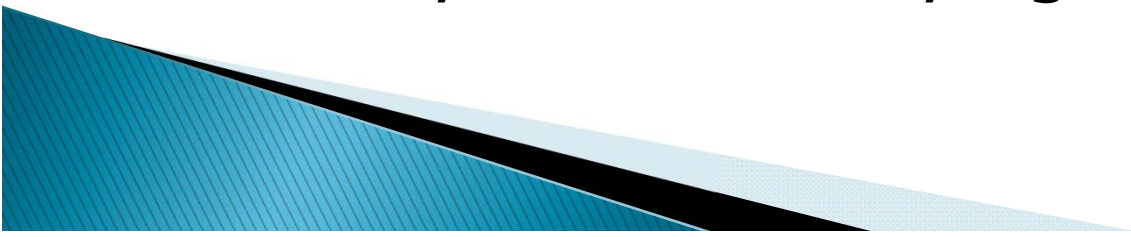

WHAT MATTERS MOST
IS HOW YOU SEE YOURSELF.

AHAJOKES.COM

- "People only see what they are prepared to see." ~ Ralph Waldo Emerson

Possibility Thinking: Believe in the Desired Outcome

CAPTAIN OPTIMISM VS. PESSIMISTIC MAN
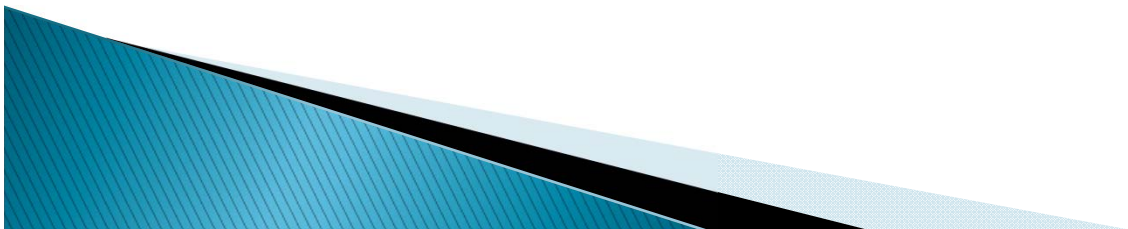
I WILL DEFEAT YOU!

YEAH, PROBABLY.

▶ "Whether you think that you can, or that you can't, you are usually right."~ Henry Ford

Possibility Thinking – Making the Primary Purpose Possible

▶ Possibility is about understanding and overcoming constraints
  ◦ Possibility – an objective achievable with finite or limited resources
  ◦ Impossibility – an objective requiring indefinite or unlimited resources

▶ Possibility is a dynamic **continuum**, not a stationary fact
  ◦ iPhone wasn't possible 20 years ago
  ◦ What will be possible 20 years from now?

▶ Increase the limits of possibility in your life by
  ◦ Developing resources
  ◦ Focusing your resources and
  ◦ Partnering with others

Applying Possibility Thinking

▸ **Model the Leader**
  ◦ Find a suitable model
    • Someone who has obtained your primary purpose or something similar
  ◦ Study and analyze in detail what they did
    • Compile multiple models and synthesize best practices
  ◦ Do what they did
    • Adapt as needed to circumstances

▸ **Example**
  ◦ Henry Ford wanted to mass produce cars
  ◦ He visited a factory assembly line
  ◦ Ford broke down tasks into smaller tasks to remove need for skilled laborers
  ◦ Used the assembly line concept and applied it to car manufacturing, creating the first mass produced cars

Applying Possibility Thinking

▶ Constraint Busting
- ◦ Analyze the problem, including the constraints
- ◦ Develop a plan or conceptual model
- ◦ Generate ideas to overcome the constraints
- ◦ Implement and adapt the model and plan as needed
- ◦ Measure progress towards the objective

▶ Example
- ◦ Roger Bannister wanted to be the first person to break the Four Minute Mile
  - • Physical Barriers – Existing training had not produce desired results yet
  - • Mental Barriers – People thought it couldn't be done
    - • His Plan – rigorous training, diet, ideal racing condition, pacers

Choosing Between Multiple Primary Purposes

- Rate each Primary Purpose in terms Potential and Possibility and add scores

Primary Purpose	Potential (1–5)	Possibility (1–5)	Score
Publish CPS Article	4	4	8
Design Board Game	5	2	7
Book on Visionary Thinking	5	2	7
Present at FL Seminar	4	5	9

Success Zones, *Creative Leadership: Skills that Drive Change* (p. 149)

Putting It Together

- **Developing the Vision**
  - Purposeful Thinking
  - Picture Thinking

- **Assessing the Vision**
  - Potential Thinking
  - Possibility Thinking

- **Deciding on the Vision**
  - Bring vision into reality following remaining Creative Problem Solving Method (CPS) steps
  - Refine the vision
  - Develop a different vision