

---

## **'I CAN SEE CLEARLY': A VISION DEVELOPMENT EXERCISE**

---

A powerful way to gain surprisingly new and vivid information about what you want

### **By focusing on:**

What we truly want to happen--our **Desired Outcome**

### **Paying attention to:**

**Metaphors** we use to describe what we want

### **And asking only:**

**'Clean' Questions**

You begin to develop a  
**Picture-Vision of your desired outcome**

### **What is a desired outcome?**

Whatever you would want, like or love to have happen:

- 'I'd like to be promoted.'
- 'I want to be able to make tough decisions more.'
- 'I'd love to start my own business.'

### **What is metaphor?**

Metaphor describes one experience in terms of another and can capture the essential nature of that experience vividly and compactly. Since metaphor is in 70% of our everyday language, it helps us--through images--to understand our own and each other's experience. When someone says to you: "Getting a group decision is like hitting my head against the wall" you can feel their pain--ouch!

### **What are 'Clean' Questions?**

Clean questions are designed to focus purely on the client's exact words. Asking clean questions allows clients to learn new and different information from their metaphors.

### **Why is working with metaphor and clean questions so powerful?**

Metaphor is central to the way people comprehend, reason and act. Susie described her staff as "sheep", co-workers as "wolves" and wanted her boss to "get off her back." As embattled Shepard, it's no wonder her 360 feedback said she hardly delegated, communicated aggressively, and resisted change. As Susie began to change her metaphor, she saw herself as an illuminator - someone who sheds light on complex situations. As her metaphor changed, so did her perceptions, decisions and actions.

### **How does it all work?**

Like aspirin: You don't "know how" it works, but you feel its magical effects.

### **When should I do vision development work like this?**

Metaphor is ideal for working with out-of-the-ordinary challenges and high-level goals.