



What's Your Vision?

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President, Voices Incorporated

Course Information

- ▶ Name: What's Your Vision
- ▶ Length: 1 session of 90 minutes
- ▶ Size: Unlimited
- ▶ Participants: Any, but targeted to chapter leaders
- ▶ Prerequisites: None
- ▶ Materials: PowerPoint slides
- ▶ Description: Has your chapter lost its way? Is it difficult to explain why your chapter exists, what it does, and why someone would want to join? It may be time to revisit your Vision and Mission. We'll review the purpose of a Vision and Mission, how to brainstorm and define them, and how they impact chapter culture. We'll examine your chapter "persona" (the public face that you present to the world) and how that helps or hurts. Back home, you'll have the skills needed to take your chapter leadership through a Vision/Mission brainstorming exercise.

Objectives

- ▶ Provide participants with information and tools to become more effective chapter leaders
- ▶ Provide participants with an understanding of chapter identity
- ▶ Provide participants with an overview of Vision and Mission and their impacts
- ▶ Provide participants with the skills to lead a Vision/Mission brainstorming exercise

Participant Expectations

- ▶ Basic knowledge of the barbershop world and terminology
- ▶ Basic knowledge of chapter operations

Instructor - Chris Rimple

- ▶ Barbershopper since 2003
- ▶ Former chapter VP Music and VP Marketing, District VP Marketing, BHS Marketing instructor
- ▶ President of Voices Incorporated chapter, HCNW instructor, Harmony U instructor
- ▶ Disciple of Chuck Greene and J.R. “Digger” MacDougall - focus on generational/societal impacts to barbershop
- ▶ 52, married, no kids, work in high tech - in our “target market” for recruiting
- ▶ First barbershop experience at 18, but didn’t join for 20 years - plant the seed, it will grow
- ▶ Email - chrisrimple@yahoo.com

Agenda

- ▶ Logistics
- ▶ Class Demographics
- ▶ Understanding Identity
- ▶ Vision & Mission
- ▶ Elevator Pitch
- ▶ Summary
- ▶ Q & A

Logistics

- ▶ **Class is 90 minutes with no breaks**
 - ▶ If needed, step out and rejoin quietly
- ▶ **Silence the noisemakers**
 - ▶ Phones, pagers, etc. can be on but in silent mode
- ▶ **Ask questions at any time**
 - ▶ There is also time at end for general Q&A

Logistics

▶ Talk about it

- ▶ Post to social media

▶ Video recording

- ▶ Class may be recorded for later viewing online

▶ All materials available

- ▶ Slides, recordings, and all content is online

Class Demographics

- ▶ How many in BHS? SAI? HI? Other?
- ▶ How many years in barbershop?
 - ▶ 1-10? 11-20? 21-30? 31-40? 41-50? 51+?
- ▶ How many chapter administrative leaders?
- ▶ How many chapter music team members?
- ▶ How many are here for the first time?

Understanding Identity

The background features a large black area on the left and top, transitioning into a vibrant green area on the right. The green area is composed of several overlapping, semi-transparent geometric shapes, primarily triangles and quadrilaterals, in various shades of green. Two thin white lines cross each other in the lower right quadrant, one running diagonally from the bottom left towards the top right, and the other running from the top right towards the bottom left.

Chapter Identity

Identity is how your chapter is perceived - by members, audience, and the community

If you don't know who you are, how will anyone else?

Identity Examples

▶ Strong identity

- ▶ Clowns, Circus, etc.
- ▶ Ballet, symphony, and opera
- ▶ Elvis Presley and Michael Jackson

▶ Weak identity

- ▶ Most stand-up comedians
- ▶ Modern a cappella groups
- ▶ Most barbershop chapters and quartets

Identity Elements

- ▶ Singing Intent
- ▶ Repertoire
- ▶ Performance Style
- ▶ Personnel / Appearance
- ▶ Associations
- ▶ Audience
- ▶ Contest Participation

Singing Intent

▶ For Ourselves

- ▶ Focus on member enjoyment
- ▶ Quality is less important
- ▶ Rehearsals for “fun” and less about preparation

▶ For Others

- ▶ Focus on audience enjoyment
- ▶ Quality is more important
- ▶ Rehearsals for preparation

Repertoire

- ▶ A cappella, or also with instruments?
- ▶ Barbershop, or also other a cappella styles?
 - ▶ Jazz, choral, contemporary, etc.
- ▶ Old songs, or also newer music (1980+)
- ▶ Any genre or theme specialization?
 - ▶ Country, big band/swing, rock & roll, parodies, etc.
- ▶ What portion is uptunes?
 - ▶ Audiences want 75%+

Performance Style

▶ Concert chorus

- ▶ Little riser movement or visual elements
- ▶ Focus on singing quality

▶ Performance chorus

- ▶ Riser movement for every song, with designed choreography for uptunes
- ▶ Focus on entertainment quality

▶ Show chorus

- ▶ Costumes, props, sets, and designed staging
- ▶ Focus on themes

▶ Narration / Emcee

- ▶ It's a science and art, and often done poorly

Personnel / Appearance

▶ Membership

- ▶ Male-only or mixed?
- ▶ Young, old, or a mix of ages?
- ▶ Diverse (racially, etc.) or not?

▶ Uniforms

- ▶ “Barbershop” or contemporary/modern?
- ▶ Themed outfits (clown suits, newsboys, etc.)
- ▶ Should match intended identity

Associations

- ▶ A cappella world
 - ▶ BHS only, or also CASA and others?
- ▶ Events
 - ▶ County fairs and other “old-timey” environments
 - ▶ Corporate and civic functions
- ▶ Philanthropic
 - ▶ Educational and school programs
 - ▶ Local and national non-profits
- ▶ Positions
 - ▶ LGBTQ+, world peace, etc.

Audience

▶ Narrow

- ▶ Family and friends
- ▶ Existing barbershop fans
- ▶ Older persons having familiarity with older songs

▶ Broad

- ▶ Potential barbershop fans
- ▶ Potential a cappella fans
- ▶ Younger persons having familiarity with newer songs

▶ Targeted

- ▶ Youth, seniors, etc.
- ▶ Minority communities

Contest Participation

▶ Evaluation

- ▶ Assess chapter level and progress against self
- ▶ Can include qualification for later contests
- ▶ Focus on assessment, not on winning

▶ Placement

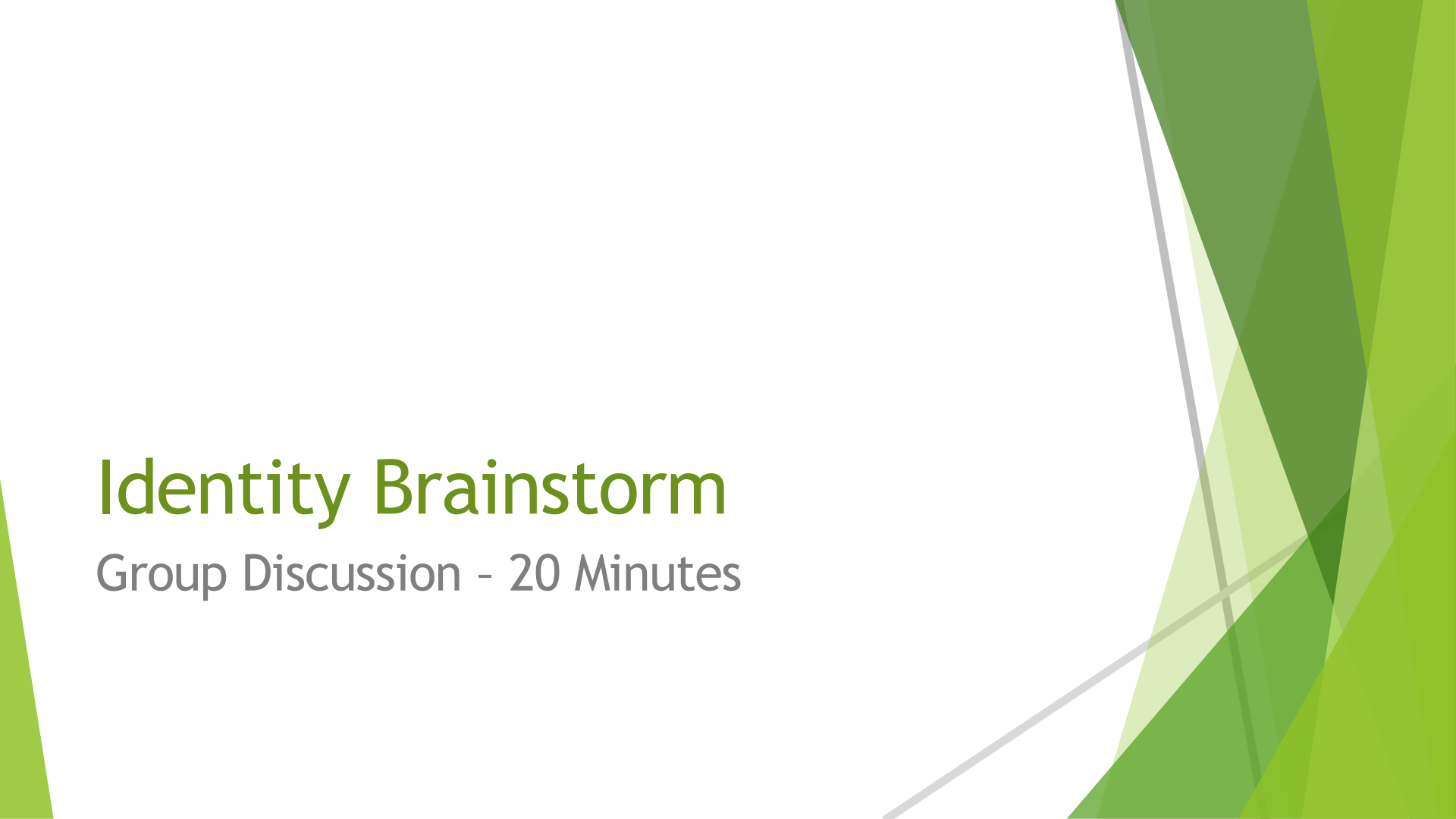
- ▶ Assess chapter level and progress against others
- ▶ Includes qualification for later contests
- ▶ Focus on winning

▶ Preparation

- ▶ How much time spent getting ready?
- ▶ What requirements for participation?

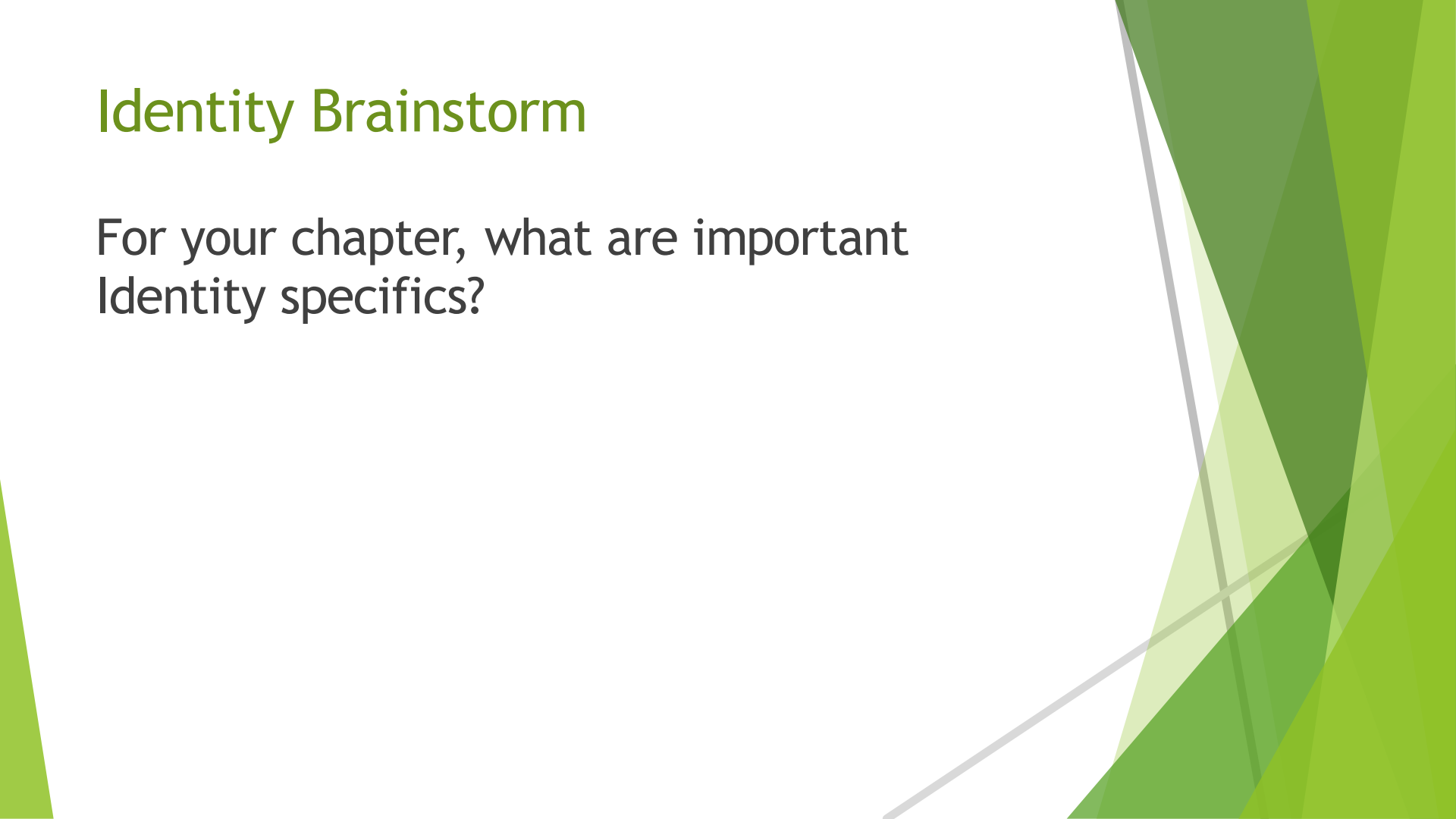
Identity Brainstorm

Group Discussion - 20 Minutes



Identity Brainstorm

For your chapter, what are important Identity specifics?



The background features a large black triangle on the left side. On the right, there are several overlapping, semi-transparent green triangles of various shades, creating a layered effect. Two thin white lines cross each other in the lower right quadrant, one running diagonally upwards and the other downwards.

Vision & Mission

Vision & Mission

- ▶ A vision statement is the world as you would like it to be
 - ▶ Often begins with “A world in which...”
- ▶ A mission statement is the actions you’ll take to create that world
 - ▶ Often begins with a verb, such as “Provide...”, “Utilize...”, “Promote...”, and similar

Example: Non-Profit

▶ Vision

- ▶ A world in which no child goes to bed hungry

▶ Mission

- ▶ Raise awareness through direct and indirect marketing, events, and other activities
- ▶ Solicit funding from governmental, philanthropic, and social organizations, as well as individual, through targeted campaigns and other means
- ▶ Distribute funding to highly-rated programs and continually measure their success

Example: Car Dealership

▶ Vision

- ▶ A world in which sales, service revenue, and customer satisfaction exceed our competitors

▶ Mission

- ▶ Ensure that sales staff have the necessary tools and training to achieve targets
- ▶ Ensure that service staff have the necessary tools and training to achieve targets
- ▶ Measure customer satisfaction at every point of engagement, compare to competitors, and correct for any deficiencies

Example: Early Voices Incorporated

▶ Vision

- ▶ A world in which men of diverse backgrounds join together to sing a cappella, predominately but not exclusively in the barbershop style, enriching their lives and the lives of their audience through the high quality of their performance

▶ Mission

- ▶ Foster an atmosphere of excellence, fellowship, and friendship in which every member is encouraged and committed to performing at the highest possible level at all times
- ▶ Provide access to comprehensive education resources, helping members achieve continuous improvement in their singing and performing quality
- ▶ Measure singing quality regularly via evaluation, competition, and other means
- ▶ Outreach to all parts of the community through performance and education opportunities
- ▶ Entertain audiences through a wide repertoire representing many decades and a cappella styles
- ▶ Minimize operational distractions that could negatively impact singing quality

Be Narrow & Specific

- ▶ If your Vision is too broad, it may be difficult to achieve and focus could be lost
- ▶ If your Vision is too generic, it could be hard to quantify actions for a Mission
- ▶ After achieving your Vision, you can always make a new one

Example: Bad Vision

▶ Vision

- ▶ A world that values a cappella singing in the barbershop harmony style

▶ Too broad

- ▶ As a single chapter, can you impact the whole world?
- ▶ Even if you could, how long will it take?

▶ Not measurable

- ▶ What does “values” mean?

Example: Good Vision

▶ Vision

- ▶ A world in which our chapter membership is growing, we are performing to appreciative and growing audiences, and our financial needs are met or exceeded

▶ Reasonably narrow

- ▶ As a single chapter, you can define actions with meaningful impact

▶ Very measurable

- ▶ Membership trends are easily computed
- ▶ Audience trends are easily computed, and there are ways to measure satisfaction beyond “butts in seats”
- ▶ Financial trends are easily computed

Vision/Mission Elements

Group Discussion - 10 Minutes

Vision/Mission Elements

What are possible elements of a chapter
Vision and Mission?

Chapter identity elements are a part, but
there can be many more

Identity Elements

- ▶ Singing Intent
- ▶ Repertoire
- ▶ Performance Style
- ▶ Personnel / Appearance
- ▶ Associations
- ▶ Audience
- ▶ Contest Participation

Other Elements

▶ Education

- ▶ Members and the public

▶ Fellowship

- ▶ Members and other barbershoppers

▶ Leadership

- ▶ Examples set for other chapters, district, and BHS

▶ Quality

- ▶ Qualification requirements, contest targets, etc.

Other Elements

▶ Creation

- ▶ Arrangements and songs

▶ Financial

- ▶ Revenue sources, targets, and so on

▶ Membership

- ▶ Size, participation, diversity, age, etc.

▶ Fun

- ▶ At rehearsals, performing, outside rehearsals, etc.

Vision/Mission Brainstorm

Group Discussion - 20 Minutes

Vision/Mission Brainstorm

For your chapter, what are important Vision specifics?

For your chapter, what are important Mission specifics to achieve that Vision?

Elevator Pitch

The background features a large black triangular shape on the left side. On the right side, there are several overlapping, semi-transparent green polygons in various shades, ranging from light lime green to dark forest green. Two thin white lines cross each other: one is a diagonal line sloping upwards from the bottom left towards the top right, and the other is a steeper diagonal line sloping downwards from the top right towards the bottom left.

Elevator Pitch

- ▶ Can be stated “during an elevator ride”
- ▶ Explains your identity in simple terms
 - ▶ Comparisons to known things always help
- ▶ No more than 25 words, and usually a single sentence

Elevator Pitch Examples

- ▶ We're the Tesla of barbershop choruses
 - ▶ Evokes quality, modern/cutting edge, speed, etc.
- ▶ We're like Cirque du Soleil, but for barbershop
 - ▶ Evokes acrobatics, colorful costumes, etc.
- ▶ We're a chorus that sings about dogs in the barbershop style
 - ▶ Great if your audience is mostly dog fans
- ▶ We're a chorus that's promoting singing through educational events at local high schools
 - ▶ Tells the listener that you have a civic service aspect

Elevator Pitch Brainstorm

Group Discussion - 10 Minutes

Elevator Pitch Brainstorm

For your chapter, what are important Elevator Pitch specifics?

Can you combine the specifics into a single sentence or short phrase?

Summary

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. A thin, light gray line runs diagonally across the lower right portion of the image, intersecting the green shapes.

What Have We Learned?

- ▶ Understanding and defining an identity is critical to chapter culture and success
- ▶ Vision and Mission define chapter goals and actions
- ▶ An elevator pitch makes it easier to explain your chapter to the world

Questions?

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Additional Resources

- ▶ Harmony College Northwest

 - ▶ <http://www.harmonycollege.org>

- ▶ BHS Healthy Chapter Initiative

 - ▶ <http://www.barbershop.org/education/healthy-chapter-initiative>

- ▶ BHS Education (Harmony U / HU Online)

 - ▶ <http://www.barbershop.org/education>

- ▶ BHS Everyone In Harmony

 - ▶ <http://www.barbershop.org/everyoneinharmony/>