

A model for developing effective Grand Vision

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Introduction

All of us may have a vision to design something beautiful and big. Only few can have Grand Vision. One of the early introductions of Vision to us is at the time of Re-Vision. From school days onwards, many of us started our studies only when it was announced in class that the re-vision will be starting soon.

Recipe for Grand Vision

The visionaries have a knack of visualising something that may not be practical considering the ground Reality. That's why we call it a Vision.

Reality > Vision > Grand Vision

Having a Vision is an Art and having Grand Vision is an Art, Science, and Commerce.

Art > Science > Commerce



Figure : Model for developing Grand Vision

One of the undervalued educations is in commerce. That's where the weak link lies for lack of Grand Vision in many endeavours. This is because if your Grand Vision is not commercially viable, it will remain a vision and may not become reality.

Commerce started with barter exchange. At that time, survival was itself a vision. When currency was introduced, the humans developed the desire to earn more. Introduction of money introduced concept of wealth. Earning money and developing wealth got their position of key desires of human kind.

It seems that the 'core' of all development lies in the skill of developing a Grand Vision. Today, those villages, cities, countries, businesses who had only Vision and in some cases No Vision are lagging behind. The Grand Vision calls for not only thinking about future but thinking about Great Future.

Culture works as an accelerator and a breaking system for your Grand

Vision. Positive culture will have positive Grand Vision. Here the culture will work as an accelerator.

The Indian Institute of Science (IISc) – A Case of Grand Vision

India's topmost ranking institution is The Indian Institute of Science (IISc). It was founded in 1909. It was a Grand Vision of Jamsetji Tata to develop a University of Science. The emphasis was on developing the University which should work for the benefit of India.

Jamsetji Tata not only had a Grand Vision but backed it up with an endowment fund for establishing the institution in 1898. The Grand Vision of Jamsetji Tata was backed-up by the Maharaja of Mysore, Shri Krishnaraja Wodeyar IV, who donated 372 acres of land.

As mentioned earlier in recipe for Grand Vision, having a vision is an art and having Grand Vision is an art, science, and commerce. Jamsetji Tata made fortune in **Commerce** through entrepreneurship. Without commercial



success, he couldn't have created the endowment fund. Without the **Culture**, he wouldn't have thought about developing educational institution. Jamsetji Tata also thought about developing University of **Science** specifically.

Tesla Motors – A case of Grand Vision

In year 2006, Tesla Motors had come out with a Vision.

1. Build sports car
2. Use that money to build an affordable car
3. Use that money to build an even more affordable car
4. While doing above, also provide zero emission electric power generation options

Tesla Motors announced that they will create an electric sports/premium car. They achieved this vision in year 2008 with Tesla Roadster. It had also envisioned building a medium volume car. In the year 2012, with the launch of Model S, it achieved that vision. It had also envisioned affordable electric car. A close step towards this vision is Model X.

Why I think that the company has Grand Vision can be seen from its latest master plan which is:

1. Create stunning solar roofs with seamlessly integrated battery storage
2. Expand the electric vehicle product line to address all major segments
3. Develop a self-driving capability that is 10X safer than manual via massive fleet learning
4. Enable your car to make money for you when you aren't using it

In year 2006, the **Reality** was there wasn't a commercial success story in a pure electric powered car. Neither there was an automaker dedicated only to electric powered vehicle production as unique as Tesla. The entrepreneur Elon Musk had a Vision to develop series of electric powered car models. Such an enterprise was not possible without the **Commercial** success he had with PayPal.

Why I find this vision a **Grand Vision** is because things like enabling your car to make money is totally new. It seems the company has developed the **Art** of being in news which seems to favour the new product/idea promotion. The **Science** behind developing electric powered car was already available and the company must have improved upon it. The company was founded in a start-up **Culture** of Silicon Valley and not in

the automobile hub of Detroit.

Only time will tell if the company will be able to succeed at achieving this Grand Vision.

As can be seen from these cases, a grand vision includes the components Art, Science, Commerce, and culture.

What are your thoughts about Grand Vision? I would be eager to hear from you.

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