

A Guide to Vision Boarding

January 2023

What is Vision Boarding?

Visualization techniques have been popularly used since the 1970s, and studies have since shown that mental exercises such as visualization can enhance motivation, increase confidence and self-efficacy, improve motor performance, and prime your brain for success.

One of the easiest and most accessible form of visualization is vision boarding, a simple tool that allows you to create a visual representation of your own unique form of success. It can help motivate you, connect you to your goals, and it's an easy way to tap into your creativity.

The basic idea is to create a collection of visual representations that resonates with you. Although vision boarding is usually done using collaging techniques with a board, glue, and paper cut-outs, the practice has been adapted so that one can now use apps or platforms such as Pinterest, or even just a photo album on their phones. Overall, the idea can be adapted to whatever way suits you, whether that means creating a collage, saving photos on your phone, or even just surrounding yourself with objects that act as a visual reminder of your goals.

Making Your own Vision Board

If you're interested in making a vision board, here are some tips that will help you along the way:

Decide what format works best for you:

As mentioned, although vision boards are classically physical posters which one has attached images to, the practice has adapted to be more accessible for people depending on their needs and preferences.

Consider what form would work best for you and your lifestyle and what you have access to, would you prefer to spend some time cutting out pictures to hang in a special spot that you'll regularly see, or is it more convenient for you to create a collage on your phone or some other device that you can regularly refer back to? Do you want your vision board to be organized into different sections? Or would you prefer to let the images speak for themselves and let your creativity take a natural flow?

Vision boards, like many other goal-setting techniques, are not one size fits all. So, take the time to adapt the practice in a way that is suitable for you and whatever your preferences are.

Connect to what is important about your goal:

A vision board is all about creating a visual representation of your goals and dreams which motivate you, so it's important to connect to what truly inspires you. To do this, try this quick exercise before you start:

Grab a journal, piece of paper, or even a document on your phone or computer.

Next, select as many of the questions as you'd like from below, write them down, and then answer them for yourself. Try to be as detailed as possible and really connect to what you feel while writing your answers.

1. If nothing was getting in my way and I knew for a fact that I would succeed, what would I do?
2. If everything else stayed the same, and only one goal got accomplished, what would have the greatest impact on my life?
3. How do I want to feel when I accomplish my goal?
4. What are shorter-term goals that I can accomplish along the way?
5. How will I celebrate when I reach my goal?
6. What are my greatest priorities, in my life and in my career, right now? How do they interact and impact each other?
7. What does success, in its ultimate form, look like for me?
8. What am I most proud of in my journey so far?
9. Who will support me in accomplishing my goals and how? How will I support myself?
10. How will achieving my goals impact me, my support system, my family, my community, and/or my business?

Once you've answered these questions, you can even include the document or paper on your vision board to help inspire you.

Pick your images:

Now that you've connected to your goals and motivations, try to hold onto those feelings and ideas while picking out your images. While looking at images, try thinking about why these specific images resonate with you and what it means to you. A good rule of thumb is that if looking at the images elicits a positive feeling, they're a good reminder for you and your board.

Look back on your vision board:

Now that you've created your vision board in whatever way works best for you, be mindful to put it somewhere that you'll see it regularly. If your vision board is digital, maybe you can set it as your background on your device. If it's physical, hang it in your workspace or somewhere that you'll regularly see it. This is an important step, as it means that your vision board will continue to act as motivation and inspiration for you.

Vision boarding is a powerful activity that can help anyone connect to their goals and inspirations. If you've created a vision board on your own or based on this document, we would love to see it and hear if you benefited from the experience. The easiest way to do this is by posting on [our LinkedIn account](#) to share with us and our community.

If you're in need of some inspiration for your own vision board, we've created an example for reference:

