



# CREATING A SHARED VISION FOR A PUBLIC ORGANIZATION



## INTRODUCTION

A mid-major public transportation service provider faced diverse opinions among 10+ local mayors regarding the organization's future vision, prompting the engagement of **Bâton Global (B|G)**.



## THE STORY

With a commitment to accessibility, efficiency, and sustainability, this regional transit authority operates a fleet of buses and other transit solutions to connect communities and enhance mobility within a Midwestern metropolitan area. It focuses on improving quality of life by providing reliable, modern, and affordable transportation solutions.



## THE CHALLENGE

**B|G** pursued extensive internal and external assessments including interviews, surveys, and SWOT analyses, aiming to unify perspectives and create a shared vision.



## THE CHOICE

Conducting a vision-setting workshop, **B|G** facilitated discussions among the board members, aligning them toward a coherent understanding of the organization's future direction. The outcomes yielded a new vision statement that will shape future policies and strategies for long-term transportation services and funding.

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**Bâton Global (B|G)** collaborated with a mid-major public transportation service provider to reconcile divergent perspectives among its 10+ local mayors on the organization's future vision. Initial internal and external assessments laid the groundwork for a productive vision-setting workshop.

Extensive background research and an environmental analysis highlighted internal operations and the environment's broader political, economic, and social impacts. Interviews, surveys, and SWOT analyses with board members and leadership further enriched insights.

B|G subsequently facilitated a vision-setting workshop, utilizing data from the environmental analysis. These data guided open discussions among board members, aligning them toward a unified understanding of the organization's trajectory.

The outcomes included a clarified strategic direction, enabling the formulation of a new vision statement. This result encouraged forthcoming policies that will shape long-range transportation service plans and funding strategies. B|G's intervention fostered a shared vision, guiding the organization toward future-focused, strategic initiatives.

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