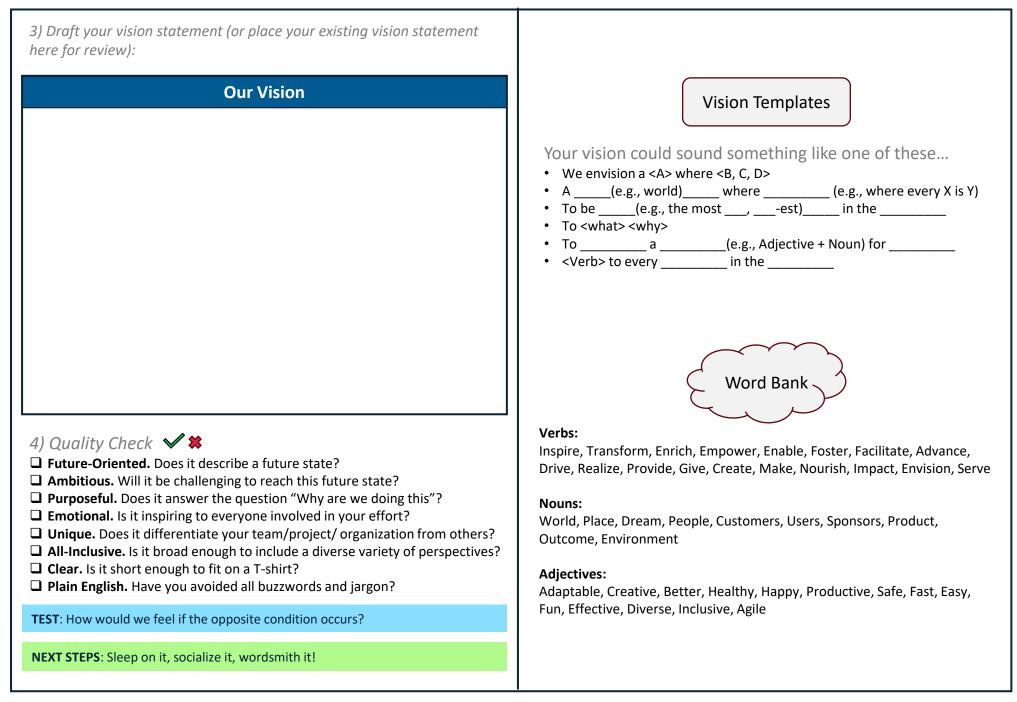
SIMPLIFIED VISION CANVAS: Build shared commitment to future goals

1) Answer these questions about yo	our team/project/organization:
A. WHAT words or phrases depict the type of team/project/organization and end- goals we want?	C. HOW will people live differently (or things be different) if our team/project/ organization is successful?
B. WHO are we trying to affect? WHERE are we trying to do it?	D. WHY are we in business in the first place? What value do we bring to the world/organization?

2) Collect (make a copy of) your favorite words or phrases from the previous answers! Then use these to help converge on a vision statement:

	Intermediate Brainstorming Section
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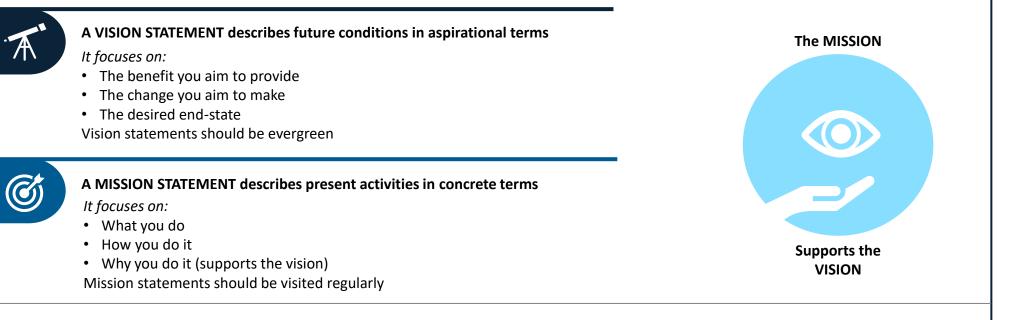


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MITRE | Innovation Toolkit

SIMPLIFIED VISION CANVAS: TOOL TIPS

This canvas is a streamlined version of the ITK Mission and Vision Canvas, focusing on Vision. Begin with a VISION statement if you are starting from scratch or have a draft Vision statement to refine Begin with a MISSION statement if the organization has already started or has general vision established



MISSION & VISION EXAMPLES

LinkedIn:

Vision: To create economic opportunity for every member of the global workforce

Mission: To connect the world's professionals to make them more productive and successful

IKEA:

Vision: To create a better everyday life for the many people **Mission:** To offer a wide range of well-designed, functional home furnishing products at prices so low, that as many people as possible will be able to afford them

Nike:

Vision: Bring inspiration and innovation to every athlete in the world **Mission:** Create groundbreaking sports innovations, make our products sustainable, build a creative and diverse global team, and make a positive impact in communities where we live and work

Toyota USA:

Vision: To be the most successful and respected car company in America

Mission: To attract and attain customers with high-valued products and services and the most satisfying ownership experience in America