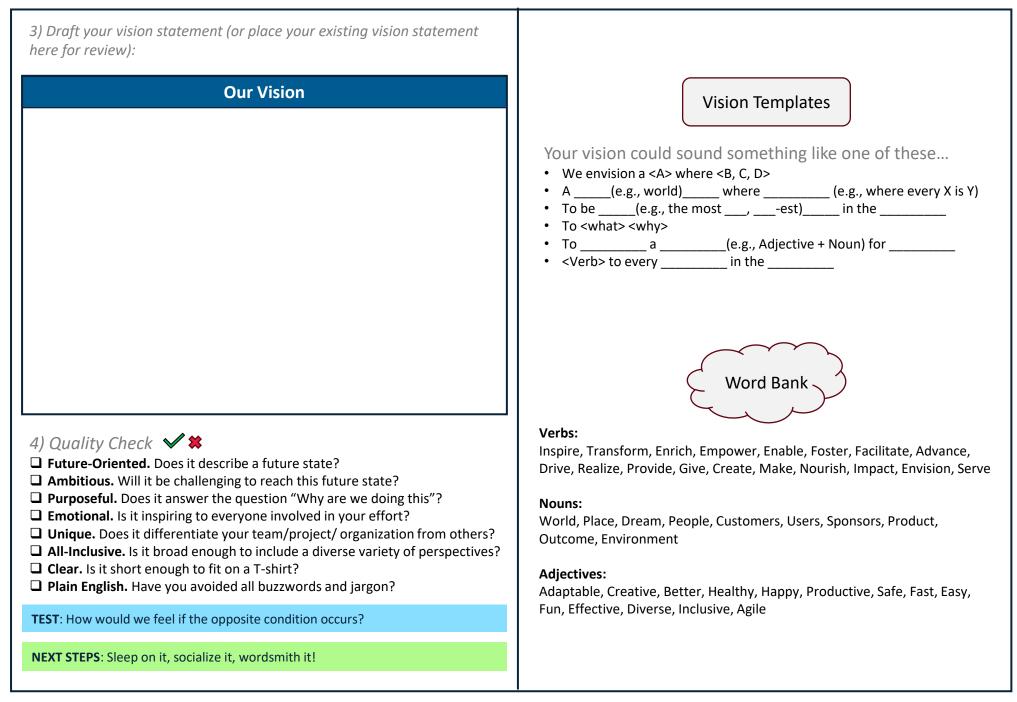
SIMPLIFIED VISION CANVAS: Build shared commitment to future goals

| 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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SIMPLIFIED VISION CANVAS: Build shared commitment to future goals

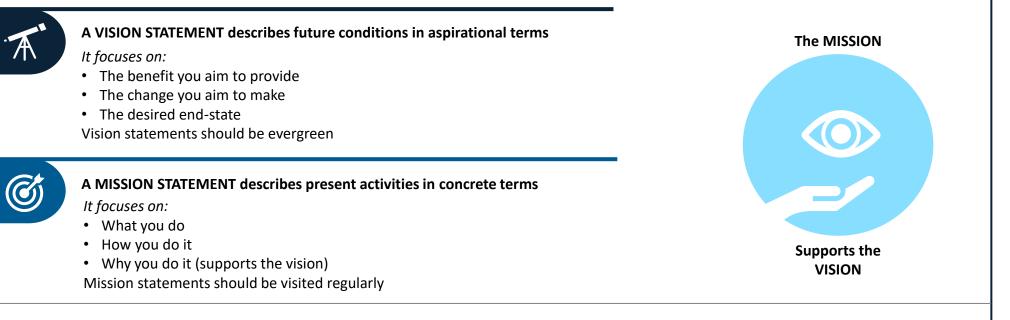


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MITRE | Innovation Toolkit

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