

SIMPLIFIED VISION CANVAS: Build shared commitment to future goals



A vision statement describes future conditions in aspirational terms.

1) Answer these questions about your 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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3) Draft your vision statement (or place your existing vision statement here for review):

Our Vision

Vision Templates

Your vision could sound something like one of these...

- We envision a <A> where <B, C, D>
- A _____ (e.g., world) _____ where _____ (e.g., where every X is Y)
- To be _____ (e.g., the most __, __-est) _____ in the _____
- To <what> <why>
- To _____ a _____ (e.g., Adjective + Noun) for _____
- <Verb> to every _____ in the _____

Word Bank

Verbs:

Inspire, Transform, Enrich, Empower, Enable, Foster, Facilitate, Advance, Drive, Realize, Provide, Give, Create, Make, Nourish, Impact, Envision, Serve

Nouns:

World, Place, Dream, People, Customers, Users, Sponsors, Product, Outcome, Environment

Adjectives:

Adaptable, Creative, Better, Healthy, Happy, Productive, Safe, Fast, Easy, Fun, Effective, Diverse, Inclusive, Agile

4) Quality Check ✓✘

- Future-Oriented.** Does it describe a future state?
- Ambitious.** Will it be challenging to reach this future state?
- Purposeful.** Does it answer the question “Why are we doing this”?
- Emotional.** Is it inspiring to everyone involved in your effort?
- Unique.** Does it differentiate your team/project/ organization from others?
- All-Inclusive.** Is it broad enough to include a diverse variety of perspectives?
- Clear.** Is it short enough to fit on a T-shirt?
- Plain English.** Have you avoided all buzzwords and jargon?

TEST: How would we feel if the opposite condition occurs?

NEXT STEPS: Sleep on it, socialize it, wordsmith it!

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



A VISION STATEMENT describes future conditions in aspirational terms

It focuses on:

- The benefit you aim to provide
- The change you aim to make
- The desired end-state

Vision statements should be evergreen



A MISSION STATEMENT describes present activities in concrete terms

It focuses on:

- What you do
- How you do it
- Why you do it (supports the vision)

Mission statements should be revisited regularly

The MISSION



Supports the
VISION

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