A vision statement describes future conditions in aspirational terms.

1) Answer these questions about your team/project/organization:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A. WHAT words or phrases depict the type of team/project/organization and end-goals we want?</td>
<td>C. HOW will people live differently (or things be different) if our team/project/organization is successful?</td>
</tr>
<tr>
<td>B. WHO are we trying to affect? WHERE are we trying to do it?</td>
<td>D. WHY are we in business in the first place? What value do we bring to the world/organization?</td>
</tr>
</tbody>
</table>

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:
3) Draft your vision statement (or place your existing vision statement here for review):

Our Vision

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!

---

**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
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 visited regularly.

**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