

Vision Statement

A vision statement describes what the organization wants to be in the future. It is a little lofty and grand.

A vision statement represents what the future could or should be. It provides a picture of the future as seen through the eyes of employees, customers, stakeholders. A great vision statement will inspire and challenge and every person will be able to see themselves in that future.

Characteristics of a vision statement:

- What we want to create
- Not bound by time and not quantified
- Inspires and challenges
- Brief and memorable
- Provides meaning to the work
- Appealing to all stakeholders



TIME

It is now the year 2020 and we have accomplished everything that we most wanted. We have become so successful that TIME magazine featured us as its cover story in this week's issue. Describe what this cover story says. What picture is on the cover? What are the headlines? What are the human interest stories and quotes? Remember, the story has already been written.

Vision Development

The Cover Story Vision

From the visioning exercise, identify common themes and phrases. Use these items to develop a vision statement.

Work in small groups and then compile everyone's work.