

Vision Statement Worksheet

Vision Statement: what happens in the future if your organization succeeds at its mission

Your Current Vision Statement (if you have one):

Questions to Discuss:

What major problem is the organization trying to solve?

In a perfect world, what does the work of your organization do when it's complete?

What does success look like long-term if your mission-driven work makes the impact you desire?

Write Them Out:

Using the words and phrases generated above, draft a few versions of a new or refined vision statement for your organization. Remember - vision answers WHY the work needs to be done.

Review Your Vision Statement:

Once you have a final draft, use the questions below to review and assess your vision statement.

- Does it challenge your organization to reach, within the realities of your capacity?
- Does it create passion, care, and inspiration?
- Does it give a clear sense of where your organization is headed and what you hope to accomplish?
- Does it express societal change resulting from your work?

Guidelines:

- Simple and concrete language
- Middle school reading level
- Avoid buzz words / jargon
- 20 words or less (or 1 sentence)
- No more than 1 word string (A, B, and C)
- "Organization XYZ envisions a future where..."