

ONE-PAGE VISION WORKSHEET

VISION STATEMENT DEFINITION

A short phrase describing the future you are ultimately working towards (i.e. your final destination or desired end state)

HOW A VISION STATEMENT DIFFERS FROM A MISSION STATEMENT.

Mission statements and vision statements are complementary but unique.

MISSION

- Present tense
- Describes what you do and who/what benefits from this work



VISION

- Future Objective
- Description of a future you are ultimately working towards

Example from **MISSION:** *To create lasting solutions to poverty, hunger, and social injustice.*



OXFAM VISION: *A just world without poverty.*

GUIDELINES YOUR VISION STATEMENT SHOULD FOLLOW

Clear (Easy to Understand)

- Simple and concrete language
- 8th grade reading level. 10th max
- Avoid buzzwords and jargon

Concise (Sort & To the Point)

- 5-14 words (20 max)
- Avoid words > 12 letters or 4 syllables
- No more than 1 word string (A, B, and C)

BRAINSTORMING QUESTIONS

What would the world look like if this problem was solved?

If you were completely successful, what would this look like for you and your customers?

(Rare) Do you want to self-impose a timeline? (Good for urgency. Awkward if not achieved.)