

# 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
- 8<sup>th</sup> grade reading level. 10<sup>th</sup> 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.)