

VISION EVALUATION WORKSHEET

ANSWER THE FOLLOWING QUESTIONS	YES	NO
Does it represent the mountain top your company is striving to reach?		
Is it motivating, clarifying the direction in which your organization needs to move to?		
Is your vision statement short?		
Does it include verb-phrases that are forward-looking?		
Are you using future tense?		
Does the vision statement inspire, creating a vivid image in the reader's head?		
Does it give your employees a larger sense of purpose?		

If you answered "no" 3 or more times, consider reworking your vision.