

Visioning Template

Org Name:

Date:

In each perspective, answer these two questions:

1. What does success look like?
2. What is different than today?

1

People & Org. Stability

(Think org structure, size, capabilities, skills, culture)

4

Financial Results & Impact

(Think revenue growth, profitability, community/social impact.)

3

Customer Growth & Retention

(Think number, volume, types, geographies, products/services, new value proposition)

5

By _____
INSERT YEAR

We Envision...

What is the LASTING IMPACT our organization will have?

Because...

And why does it matter?

2

Operational Excellence & Innovation

(Think facilities, processes, technology, innovations, environmentally)

The Vision Statement

CHEAT SHEET

Presented by 

What is a **Vision Statement?**



A vision statement defines your desired future state and provides direction for where you are going as an organization. Vision statements are 5-10 years in nature and clearly describe what success looks like and what you're seeking to achieve.

The Vision Checklist



Your Vision Represents at Least 5 Years

Vision statements should be at least five years.



Visions are Future Tense

The vision you're describing is the future, so we recommend writing it in future tense.



Visions Provide a Clear Direction

The statement should be directional. You aren't there today, but you aspire to be there in 5+ years.



Visions Need to Be Audacious

Visions are big, broad, and bold assertions, with high-reaching thoughts.

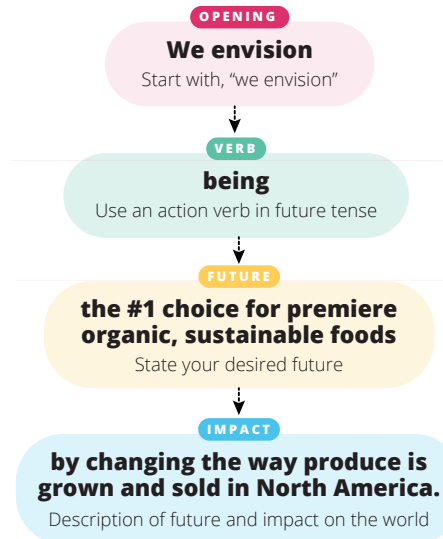


They're Clear and Descriptive

Expand your vision statement by adding descriptors about how the world will look different when you reach your vision.

How to Write a Vision Statement

We envision being the #1 choice for organic, sustainable foods by changing the way produce is grown and sold in North America.



Pro Tips on Writing Vision Statements

- ✓ **Get to 80% and worry about the exact wording later.** Word choice can make a team run in circles and creates a huge waste of time.
- ✓ **Pick a copywriter to finish the job.** The best vision statements aren't written by a committee.
- ✓ **Keep it grounded.** Stay grounded by assessing your internal and external environment.
- ✓ **Make sure your mission and vision work together.** Remember, mission statements explain why you exist. Vision statements explain where you're going.

How to Write Vision Descriptors

What are vision descriptors?

Vision descriptors are "mini-visions" that support your larger vision of success. Think about creating "mini-visions" that represent your bold direction for each perspective/org-wide objective of your plan. What does achieving your vision of success look like for each area of your plan?

We envision being the #1 choice for organic, sustainable foods by changing the way produce is grown and sold in North America.

FINANCIAL

Financial: Realize \$100M in revenue, or 20% year-over-year growth, in the next 5 years.

PEOPLE

People Expertise: Have a growing team of 200 individuals who are passionate about changing the food industry.

OPERATIONS

Operational Excellence: Scale our infrastructure to increase food output by 50%.

CUSTOMER

Customer: Become a top player in our market positioned as "innovators" in the minds of our customers.