

Vision Statement Worksheet

Organization Name

Enter organization name

1. Purpose

Why does your organization exist? What needs do you aim to address?

Describe the core purpose of your organization

2. Values & Principles

List your organization's fundamental beliefs and guiding principles.

Enter key values and principles

3. Desired Future

What would ultimate success look like in the long-term (5-10+ years)?

Describe your envisioned future

4. Key Stakeholders

Who benefits from your organization's success? (Customers, employees, society, etc.)

Identify your key stakeholders

5. Unique Value

What sets your organization apart from others in your field?

Describe your unique value

6. Vision Statement Draft

Combine the above ideas into a concise, inspiring vision statement.

Write your draft vision statement

