

Vision Statement Development Framework

1. Define the Core Purpose

What is the fundamental purpose of your organization?

2. Identify Core Values

List the values that drive your organization:

3. Outline Aspirations

Describe what you aspire to achieve in the long term:

4. Stakeholder Impact

How will your vision positively impact stakeholders?

5. Draft Vision Statement

Combine elements above into a clear vision statement:

6. Review & Refine

1. Is it inspiring and future-focused?
2. Is it clear and concise?
3. Does it reflect your core values and purpose?

Notes & Final Version:
