

# Vision Statement

Compose a vision statement to bring meaning to your work

Does your team know the “why” behind their work? Do they believe that it matters? Use this worksheet to evaluate an existing vision statement or to write a new one.

**STEP 1: WRITE YOUR VISION STATEMENT HERE, OR COMPOSE A NEW ONE.**

---



---



---



---



---



---

**STEP 2: TEST YOUR VISION STATEMENT.**

Evaluate your vision against the elements of organizational belief outlined in the chapter. Answer each question below using a 1-5 scale.

1= not at all, 2= maybe a little, 3= neutral/not sure, 4= probably/likely, 5= definitely

HOPEFUL	1-5
Does your vision statement reflect your hope for the future?	
Is it optimistic enough to appeal to the dreamers in your organization?	
Is it pragmatic enough to appeal to the realists in your organization?	
<b>Total your points and divide them by 3. Record the average here:</b>	

POINTS BEYOND THE LEADER	1-5
How strongly does the vision apply to each of these groups?	
Team	
Organization/Company	
Community	
World	
<b>Total your points and divide them by 5. Record the average here:</b>	

EXTRAORDINARY	1-5
Does your vision statement “shoot for the moon”—stretching beyond your team’s comfort zone?	

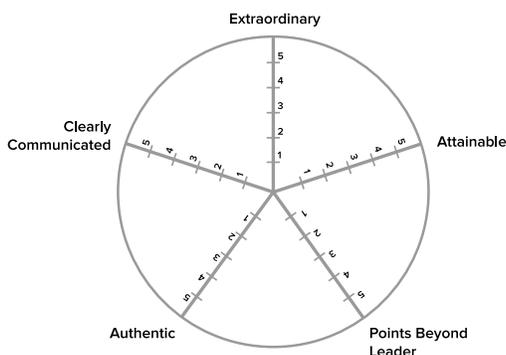
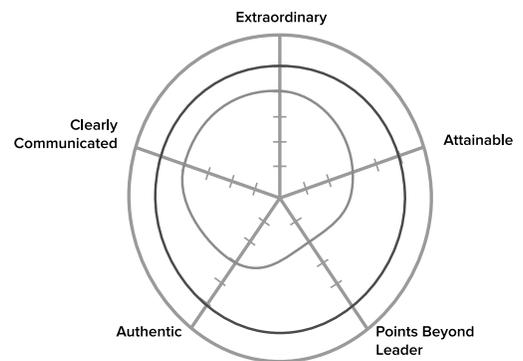
ATTAINABLE	1-5
Do you believe this can be done?	
Do you have time on your side to execute it?	
Do you have money on your side to execute it?	
Do you have skills on your side to execute it?	
Have you or anyone else accomplished something like this before?	
<b>Total your points and divide them by 5. Record the average here:</b>	

CLEARLY COMMUNICATED	1-5
Does your vision statement engage people emotionally?	
Does it engage people logically?	
Can each individual see how it applies to them and their role?	
Is your vision statement posted or shared in an accessible space?	
Do you refer to your vision statement often—verbally and otherwise?	
<b>Total your points and divide them by 5. Record the average here:</b>	

### STEP 3: PLOT YOUR POINTS

Take your score or averaged score from each category, and plot it on the corresponding spoke on the radar chart below. Draw a circle through each plotted point to reveal the shape of your vision statement.

If your plot looks like the irregular circle in the middle, identify the attributes you need to focus more attention on to snap your vision into shape.



### STEP 4: REVISE AND REFINE

Repeat steps 1-3 until your vision resembles the outer circle—achieving that perfect mix of optimism and pragmatism that leads to extraordinary results.