

# Corporate Identity Statements



Vision Statement

Purpose Statement

Mission Statement

Explanation: It's been said that every person knows what they do, some people know how they do it, but few know WHY they do it. The "Why" is the driving force behind your efforts and work. All too often we start with a description of "What" we are doing or even "What" we are as a group but a better starting point is asking and explaining "Why" we want to do what we do, then "How" we will do it which will ultimately lead us to the actual end goal we are aiming for.

In today's world of "Googling" things we don't understand, we can find a lot of confusing and contradicting definitions on Vision Statements being confused with Mission, Purpose, Values and even Goals.

Your Corporate Values help us write your Vision, which your Purpose will support. Your mission, objectives, KPI's and goals all aim to help you accomplish your Vision.

This worksheet will help differentiate between Vision and Mission statements, gather input from different members of the executive team or board in the case of a non-profit and finally to write out a clear Vision Statement that will serve your organization.

# Vision Worksheet



Answer the following questions:

- 1) What is the name of your organization?
  
- 2) Why does your organization exist?
  
- 3) What is the problem or need your organization is trying to solve?
  
- 4) What are your primary services and programs?
  
- 5) What is the purpose they serve?
  
- 6) What does your organization do on a typical day?
  
- 7) What numerical or statistical goal are you trying to reach in 1-5 years?
  
- 8) What numerical or statistical goal are you trying to reach in 100 years?
  
- 9) Who or What is your work serving?

10) Why are you working for those people or that cause?



11) What is your current vision statement(if there is one)?

## **How to write a Vision Statement**

Your vision statement is a view of how the world should be as a result of your work. This should be a brief (one sentence or less), and also be easy to remember, inspiring and able to be unchanged for 100 years.

Look back to your answers of questions 1, 2, 3, 8, 9 and 11 from the Survey above. Now answer the following question in two sentences:

Without describing how, what is your organization working to accomplish?

1)

2)

**Now, shorten what you've written into 140 characters or less:**

**This shortened version is your Vision Statement Draft**