

Crafting a Vision Statement *(for departments or projects)*

Step One: Complete your SWOT analysis
Google how to do a SWOT analysis if necessary

| | |
|----------------------|-------------------|
| Strengths | Weaknesses |
| Opportunities | Threats |

KPIs-What are the metrics that determine your team's success?

Consider what your team is measured on, responsibilities that are critical to this team, and your group's collective best practices. Keep this high level and not too detailed.

Step Two: Aligning with the Corporate Vision

Write Your Corporate Vision here:

Why is your department or project necessary to the success of the organization?

How does your team contribute to the realization of the corporate vision.

Where do you see opportunities to better align with the corporate vision:

Step Three: Begin to Brainstorm

Use flip-chart paper if your group is large.

In the next one to three years, who/what would you like your team to become? Where would you like your team to go? How would you like to feel? *Think about things that are not already a reality! Stretch your boundaries!* Write down ideas:

How would you like your team to be perceived (internally and externally):
Ex. The best, the fastest, the most customer-focused, proactive, reactive, etc.

Step Four: Craft Your Vision into Words

Be mindful of:

Why – what is your department, unit or project’s purpose?

What – what makes you excited about your work, and what do you do?

Where – where can you see yourselves in 1 to 3 years? (stretch, and stay aligned with Corporate vision!)

Sample department level vision statements:

- To be the cleanest hospital in the region (Janitorial department).
- To be the go-to resource for all human resource solutions.
- To be admired and relied upon for all IT solutions

When creating a vision statement remember:

- It’s a future statement – an image of who you will be or where you are going – **it should be a stretch!**
- It is meant to provide a mental image that will inspire people to take action
- It has an emotional impact and therefore should be unique
- It provides clear direction and unites the team
- Keep it short, simple, powerful

Strive for a Statement that inspires, directs and helps you make decisions!

When crafting your team’s statement, it is important to remain open to ideas, dream big, and before completing the vision, check to make sure it is a stretch, yet realistic.

Put your Vision to Words:

Vision Statement: (Desired End-State) A one-sentence statement describing the clear and inspirational long-term desired change resulting from an organization or program’s work.

What-If Scenarios – after brainstorming, you may want to tackle any what-if scenarios so you have tested assumptions before committing to your vision! Get some outside sources to look objectively. Make any necessary.