MISSION & VISION CANVAS: Build shared commitment to future goals & present activities

A vision statement describes future conditions in aspirational terms.		2) Highlight or circle your favorite words or phrases from the previous answers!
1) Answer these questions about your team/project/organization:		3) Draft your vision statement:
		Our Vision
A. Who and/or where do you want to see a change?	C. What would success look like?	
Why?	Provide examples:	
B. How do you want it to change?	D. What are your ambitions?	 It should sound something like this We envision a(A)where(B, C, D) 4) Quality Check Unique – does it differentiate your organization from others? Understood and shared by members of the community Broad enough to include a diverse variety of perspectives Emotional. Inspiring to everyone involved in your effort Clear. Short enough to fit on a T-shirt Timeless. Still valid if organization changes strategy. Plain English – remove buzzwords and jargon
		TEST : How would we feel if the opposite condition occurs?

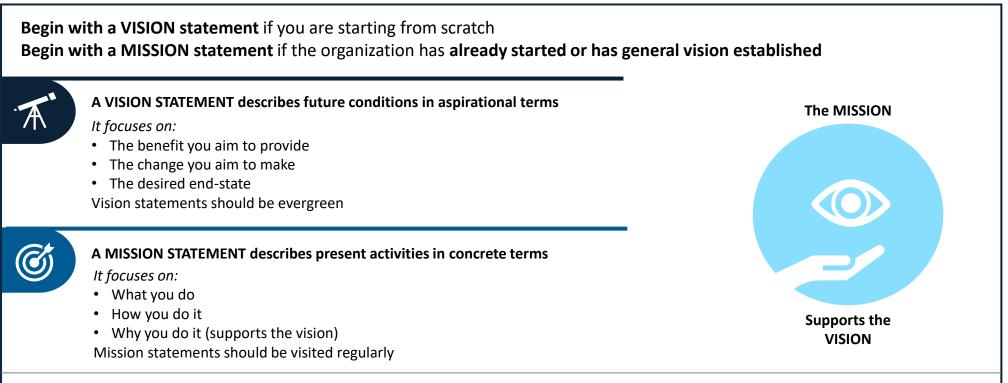
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A mission statement describes present activities in concrete	C. How do we do what we do?	2) Highlight or circle your favorite words or phrases from the previous answers!
terms		3) Draft your mission statement:
1) Answer these questions about your team/project/organization:		Our Mission
A. What do we do?	D. Who are customers/users?ure use the Persona tool	
What do we <i>not</i> do?		
How do these actions support the vision?	E. What value do we bring?ure use the Value Prop tool	It should sound something like this
B. Why do we exist?		Our mission is to(A) by/through(C) We(E) so that(D) can(B) 4) Quality Check I Verb-based – what your organization does and why it
What is unique about us?	Bonus! Top 3 adjectives to describe your organization 1. 2. 3.	 does it Concise and specific – one sentence Outcome-oriented – what you're working to achieve Inclusive – broad statements about groups goals, not too limiting Meaningful – does it convey the why? Plain English – remove buzz words and jargon
	5.	TEST : If we stopped doing these, could we still achieve the vision?

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MISSION & VISION CANVAS: TOOL TIPS



MISSION & VISION SAMPLES

Feeding America:

Vision: A hunger-free America

Mission: To feed America's hungry through a nationwide network of member food banks and engage our country in the fight to end hunger

Nike:

Vision: Bring inspiration and innovation to every athlete* in the world

Mission: Create groundbreaking sports innovations, make our products sustainable, build a creative and diverse global team, and make a positive impact in communities where we live and work

Tesla:

Vision: To accelerate the world's transition to sustainable energy

Mission: To create the most compelling car company of the 21st century by driving the world's transition to electric vehicles

Goodwill:

Vision: Every person can achieve his/her fullest potential and participate in and contribute to all aspects of life

Mission: Goodwill works to enhance the dignity and quality of life of individuals and families by strengthening communities, eliminating barriers to opportunity, and helping people in need reach their full potential through learning and the power of work.