



# Vision



## What

A clear and inspirational statement that describes the future your organisation wants to achieve, your organisation's added value and its purpose.

## Why

Having a clearly formulated vision for your business will help your project team to have a common objective and language. It will help you to structure and define the steps your team needs to take without losing focus of your goal.

## How

1. Start by filling in the worksheet individually:

- **The destination:** What is the change you envision? At what point will your organisation be considered successful?
- **The purpose:** Why do you want to reach the goal defined? Why is it important to work on this issue? (The 5x Why tool can help to answer this!)
- **The flavour:** What are the skills, expertise, products or services you have to offer? What makes you stand out?

2. Share the answers in the group and identify similarities.

3. Together, write one shared "Vision".



The project team.  
Optionally,  
representatives of your  
customers and experts



45 - 60 minutes



- Printed or digital worksheet
- (Paper and coloured markers)

This tool has a printable [worksheet](#) or a digital version on the next page!!

**The vision worksheet**

**Our destination is:**  
The change we envision is: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Our purpose is:**  
It is important to work on this issue because: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Our flavour is:**  
The added value of my team is: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Our vision statement is...**  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Worksheet instructions

You can fill in this digital worksheet by downloading it as .pptx and typing in the text boxes of the image.

**Our destination is:**

The change we envision is...

**Our purpose is:**

It is important to work on this issue because...

**Our flavour is:**

The added flavour of my team is...

**Our vision statement is...**