



Tips for Writing a Vision Statement

- Decide on the time horizon - 6 months? 1 year? 3 years? etc.
- Craft your vision statement with a specific focus in mind. For example, a vision statement could pertain to a program, to organizational governance, to financial independence, etc.
- Know your audience - is this statement intended for internal or external stakeholders? Is the audience very narrow (perhaps senior leadership)?
- The VS should stand alone and be intuitive to those with the proper context (i.e., the intended audience should understand the VS without additional context)
- The VS should be realistic. Aspirational is good; something that seems like completely unachievable is not.