

## Vision Statement Guide

When creating a Strategic Planning Model, Big Buzz always starts with a vision statement. The Strategic Planning Model is really about creating a different future, and the vision statement is what directs everyone to where an organization is going and why.

Vision statement guidelines:

- Can be qualitative, quantitative or superlative
- It's forward thinking (5+ years)
- It provides direction
- It's descriptive and provides a clear picture
- It's bold and serves as the organization's North Star

At Big Buzz, it is our vision is to help people create focused communications to overcome any obstacle. Here are a few other examples:

1. Alzheimer's Association: A world without Alzheimer's and all other dementia.<sup>TM1</sup>
2. Cleveland Clinic: Striving to be the world's leader in patient experience, clinical outcomes, research and education.<sup>2</sup>
3. American Dental Association: Working side by side with our member dentists to achieve optimal health for all.<sup>3</sup>

How to create a vision statement:

1. Set a timer for 5-7 minutes and brainstorm all the words or phrases that *could* lead to a vision statement. These are words and phrases that could be best used to describe the organization's vision for the future. There is no need to fully transcribe a perfectly worded sentence, but rather jot down the key words and phrases that come to mind when one thinks of the organization or what the organization aspires to be.
2. Go around the room and have each person read aloud their words and phrases. Designate one person to write down everyone's responses and organize them into categories. For example, in the ADA's case, if multiple people were to say something about "optimal health", that would become a category.
3. Once organized, review all the ideas/categories and formulate 3-5 sample vision statements to workshop further. The vision statement samples should each include a cause, an action and an impact. For example:
  - To provide [cause] the best dental care possible [action] to all California families [impact].
  - To serve as an integral part [cause] of the community [impact], bringing vibrancy, friendship and new life to our area's older adults [action].
4. The final vision statement should clearly and succinctly articulate how the organization will have a lasting impact on the future, touching on cause, impact and action.

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<sup>1</sup> <https://www.alz.org/about/strategic-plan>

<sup>2</sup> <https://my.clevelandclinic.org/locations/euclid-hospital/about/mission>

<sup>3</sup> <https://www.ada.org/en/about-the-ada>