



(REPRODUCE AS NEEDED)

VISION STATEMENT WORKSHEET

Understanding vision:

Warren Bennis and Bert Nanus examined the lives of 90 leaders and found that one of their key strategies was “attention through vision.” Bennis and Nanus said “To choose a direction, a leader must first have developed a mental image of a possible and desirable future state of the organization.” A vision statement translates this mental image into a view of a realistic, credible, attractive future for an organization – a condition that is better in some important ways than what now exists. A vision describes what’s unique about the chapter and sets forth a road map and standard of excellence that clarifies what the chapter wants to be and where it wants to go.

Sample vision statements:

Disney: “We create happiness by providing the finest in entertainment for people of all ages, everywhere.”

Caterpillar: “An admired global leader making progress possible.”

APO: “To be recognized as the premier service-based leadership development organization.”

One year from now:

Three years from now:
