

A vision defines **what** your organisation wants to become and articulates the hopes and dreams you have for your organisation. Your vision statement is your inspiration. It informs your strategic planning and answers the question, “Where do we want to go?”

While a vision does not tell you how you are going to get there, it does set the direction for your business planning. It should stretch the organisation’s capabilities and image of itself and give shape and direction to the organisation’s future. It should resonate with all members and help them feel proud, excited and part of something much bigger than themselves. A vision statement must be communicated, shared and understood by all within the organisation if it is to succeed.

A good vision statement should:

- Set a standard of excellence
- Clarify the direction and purpose
- Inspire enthusiasm and commitment
- Bridge the present and future
- Be clear and easy to understand
- Be ambitious; not limited by current circumstances or perceptions about what is possible

Developing the vision

Your vision statement should include a detailed description of the way your business will look at a specific future date, three to five years from now. It should be:

- Inspirational – this is about you and your definition of success. If you are not emotional and passionate about it, no one else will be
- Powerfully descriptive – write out a rough draft and hone it to make it fit your vision perfectly
- The foundation for your business – it is the tool you will use to measure your success by and with which you will base your decisions on
- Specific and realistic to your organisation and goals
- Outcomes-based, not activities-based
- Consistent with your values and philosophy.

Writing the vision statement

- Dare to dream the possible. What is your organisation's realistic vision of success? Have a mental picture of what you want your organisation to be.
- Developing your vision should be a collaborative process and a fantastic teambuilding exercise.

Include people from all levels of your organisation, since those involved in developing with the vision statement will first dream it, and then make it happen.

- Write a list of facts about your organisation – goals, strengths, benefits etc.
- Select a date in the future and imagine what your business will be like when your intentions for it are realised. Write a rough statement to explain this vision.
- After the collective brainstorm, one or two people should then write the statement.
- Combine your statement and items in your list that stand out and create your vision statement.
- Be prepared to write and rewrite your vision statement until you get one that resonates with you and your team. It may be worth letting your vision statement sit for a couple of days before making a final decision.
- Remember, it is essential that the statement reflects what is most important for your organisation.

Examples

Cricket Australia

Australia’s favourite sport, and a sport for all Australians.

Swimming Australia

To create a nation of swimmers admired by the world.

Netball Australia

We are Australia’s leading team sport.

Netball Victoria

To grow and diversify our revenue streams in order to reinvest more into our netball community each year.

Football Victoria

To provide uncompromising support for more football formats that suit our diverse and eclectic population

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