



Worksheet 1e.A1

Competency: Vision—My Vision Statement

Vision Statements

A vision statement:

- Evokes universal values and principles that guide behavior
- Provides a sense of the future
- Appeals to the deepest desires of individuals
- Speaks the language of optimism and hope
- Inspires self and others

The most effective vision statements blend cognitive abilities—the rational with the imaginative, the concrete with the creative. Sometimes, vision statements speak the language of imagination, using metaphors and colorful language.

Successful vision statements are clear, compelling, and resonant.

Think about what has brought you to the work you do now. How does that link with your sense of who you are and what you are here to do? Do not worry about eloquence or detail at this point: Just take a moment to write down the thoughts and feelings you have as you consider this set of questions. Write down your first ideas about your **purpose** by completing this sentence:

1. My purpose/my reason for being is:



Now begin to wordsmith to the verbiage exactly right. Think about the words that matter most to you. What intentions did not get into your first statement? What is missing from that statement? Now try again, this time paying attention to language.

2. My purpose/reason for being is:

Walk away and contemplate your statement. When you come back, finalize your vision statement.

3. Final version:

