

Talking About Vision

One of my favorite explanations of vision is comparing the words *missionary* and *visionary*. One is a doer – the other, a dreamer. The distinction is immediately apparent. Vision is big-picture business. Without it, to follow a vision analogy, your organization is going along blind. Stating your vision makes it clear that you can see your way forward to where you want to go.

Experts emphasize eight elements of a strong vision statement. For each element, describe details about your organization that could be included in a vision statement.

- **Focus on the future:** your organization's goals for the coming year ...

- **Fit with organization's history and culture:** points on yours ...

- **Reflect organization's values:** key values that guide your nonprofit ...

- **Set standards of excellence:** your organization's highest aims ...

- **Clarify organization's purpose and direction:** how you define yours ...

- **Reflect organization's uniqueness:** what makes your nonprofit distinctive ...

- **Ambitious:** your organization's ambitions for the future ...

- **Inspire enthusiasm and commitment:** how and why your organization inspires ...

Source: The NonProfit Times, December 16, 2013