

River Scout Services: Vision Statement Assessment Checklist

A good vision statement provides a clear and motivating picture of what the organization hopes to achieve in the future. It is inclusive of different cultures and all parts of an organization. Here is the River Scout Services checklist developed to assess several key elements to consider when writing a good vision statement:

- Clarity:** A good vision statement is clear and easily understood by all stakeholders. It is simple, concise, and easy to remember.
- Future-focused:** A good vision statement is forward-looking, painting a picture of what the organization aspires to be in the future.
- Inspiring:** A good vision statement is inspiring and motivating, capturing the hearts and minds of employees, customers, and stakeholders alike.
- Specific:** A good vision statement is specific and measurable, outlining the organization's specific goals and objectives.
- Relevant:** A good vision statement is relevant to the organization's mission and values, aligning with the overall purpose and goals of the organization.
- Realistic:** While a vision statement is ambitious, it is grounded. It is achievable yet challenging.
- Time-bound:** A good vision statement has a timeline associated with it, providing a clear target date for achieving the organization's goals.
- Diversity and Inclusion:** A good vision statement is inclusive of all cultures, backgrounds, and identities. It is sensitive to the diverse perspectives and experiences of all stakeholders.
- Collaborative:** A good vision statement encourages collaboration and cooperation across all parts of the organization. It inspires teamwork and a sense of collective ownership.
- Empowering:** A good vision statement empowers all employees to contribute to the realization of the organization's goals. It inspires a sense of ownership in all stakeholders.
- Clear and accessible:** A good vision statement is clear and accessible to all stakeholders. It is written in a language that is easily understood and free of jargon, acronyms, or exclusive language.
- Reflective:** A good vision statement reflects the organization's values and culture, while also being aspirational. It aligns with the organization's current and future states and is reflective of the unique needs and challenges of the organization.
- Communicated widely:** A good vision statement is communicated widely and regularly to all stakeholders, ensuring that everyone is aware of the organization's goals and aspirations.

By considering these elements, organizations can create a vision statement that is inclusive, collaborative, empowering, and reflective of the unique needs and challenges of their organization. It creates a vision that inspires and motivates their stakeholders, while providing a clear and compelling picture of their future.

Note: I created this as a guide to work with executives when writing an organization's vision statement, but it is applicable when writing vision statements specific to projects.

