

Creating A Master Plan for Quality

September 14, 2018

9:00 a.m. - 12:00 p.m.

Vision Statement: (Desired End-State) A one-sentence statement describing the clear and inspirational long-term desired change resulting from an organization or program's work.

The best visions are **aspirational, clear, memorable, and concise**.

“**Vision statements** are future-based and meant to inspire and give direction to employees of the company rather than customers. ... Although both mission and **vision statements** should be core elements of your **organization**, a **vision statement** serves as your company's north star.” Business News Daily

A **vision** is a clear, comprehensive 'photograph' of an **organization** at some point in the future. It provides direction because it describes what the **organization** needs to be like, to be successful within the future. A **vision** describes the WHAT. i.e. what you are trying to achieve in the future.

Changedesignsportal.com

Examples

- **Feeding America:** A hunger-free America
- **National Multiple Sclerosis Society:** A World Free of MS
- **Make-A-Wish:** That people everywhere will share the power of a wish
- **Habitat for Humanity:** A world where everyone has a decent place to live.
- **NPR,** with its network of independent member stations, is America's pre-eminent news institution
- **Save the Children:** A world in which every child attains the right to survival, protection, development, and participation.
- **Save the Children:** A world in which every child attains the right to survival, protection, development, and participation. (15)
- **Teach for America:** One day, all children in this nation will have the opportunity to attain an excellent education. (16)
- **ASPCA:** That the United States is a humane community in which all animals are treated with respect and kindness. (18)
- **Special Olympics:** To transform communities by inspiring people throughout the world to open their minds, accept and include people with intellectual disabilities and thereby anyone who is perceived as different. (28)