

CLEARLY STATE YOUR GOALS

Start a project or period of time with a vision statement to keep your whole team focused on a script of measurable goals.

PROJECT VISION

WE BELIEVE THAT CREATING A

[PRODUCT/SOLUTION]

FOR

[PRIMARY AUDIENCE]

WILL ACHIEVE

[OUTCOME]

WE KNOW WE'RE RIGHT WHEN

[QUALITATIVE/QUANTITATIVE METRIC]

PROJECT VISION EXAMPLE

We believe that CREATING AN ONLINE CANINE KENNEL OCCUPANCY TRACKER for MIDDLE-AGED DOG LOVERS will help us INCREASE DOG ADOPTIONS NATIONWIDE.

We'll know we're right when THE TOOL IS REPORTED AS A SOURCE FOR 6% OF THE REFERRAL TRAFFIC FOR ADOPTION.



HOW DO I USE THIS?

Spending time and resources without clearly stating goals, audiences, or desired results is like riding an emu without a camera. (Why would you do that?) A vision statement helps create initial focus and momentum, but can also serve as a worthy tool throughout a project's lifecycle to maintain accountability and keep you on task.