

## Creating a Vision

A vision needs to be bold and succinct. It needs to be a statement that tells the world what you are striving for and where you are going. It conveys what success will look like when you've achieved it – it's your shortcut to bringing people on board. Make sure that when you are creating your vision, that you know what your charitable purpose is (as outlined in OSCR and your governing documents) and that your purpose and vision are aligned.

You do however want to make it almost unachievable, otherwise what will be the point of getting out of bed in the morning?

Inspiring Scotland's vision is "striving for a Scotland without poverty or disadvantage". This could be thought of by some as being completely unachievable. However, every single thing that we do is done with this as a vision – so we can use it as our sense checker when we take on new work or develop our strategic priorities.

To help you think about your vision, think of a sentence that communicates what difference you want to make. Don't get bogged down by explaining how you'll do it. That is where your mission statement comes in.

Some other examples of bold vision statements

**Oxfam:** "Our vision is a just world without poverty. We want a world where people are valued and treated equally, enjoy their rights as full citizens, and can influence decisions affecting their lives."

**Alzheimer's Association:** A world without Alzheimer's disease.

**Teach for America:** One day, all children in this nation will have the opportunity to attain an excellent education.

**Creative Commons:** Realizing the full potential of the internet -- universal access to research and education, full participation in culture -- to drive a new era of development, growth, and productivity.

**Microsoft** (at its founding): A computer on every desk and in every home.

## What is your organisation's vision?

It is best if this is collectively agreed between your staff, board, volunteers and people who use your services. You may wish to use a strategy day to develop this. Or develop it and invite your 'stakeholders' to help you perfect it.

Most importantly, it should be bold and succinct. You want people to remember it.