

Vision Statements

Vision statements express what the unit hopes to be and achieve in the long-term. It is future-based and meant to inspire.

- A vision statement tunnels your strategy towards the outcomes that matter the most
- Everything you write into the plan should help you get closer to your vision
- One of the biggest blockers to a successful plan execution is writing a plan that tries to achieve too much – a vision statement helps you avoid this pitfall

Vision Statements should

- Be concise, no longer than a sentence or two
- Project five to ten years in the future
- Be challenging but realistic
- Use clear, concise, jargon-free language.
- Be specifically about the unit and its function
- Be a living document that can be reviewed and revised as necessary
- Align with Illinois State University's vision and values

Questions to ask while developing a vision statement

- What specifically does my unit do? (be output focused)
- What will my unit look like in 5-10 years?
- What do I want my unit to have accomplished in 5-10 years?
- What makes my unit unique?
- What impact do I want my unit to have on my community, my industry, or the world?