

## **GUIDE FOR ESTABLISHING A VISION STATEMENT**

Adapted from <http://www.businessnewsdaily.com/3882-vision-statement.html>  
& <https://www.entrepreneur.com/article/251682> & [https://en.wikipedia.org/wiki/Mission\\_statement](https://en.wikipedia.org/wiki/Mission_statement)

A vision statement can be as simple as a single sentence or can span a short paragraph. Regardless of the individual details and nuances, all effective vision statements define the core ideals that give an entity shape and direction.

### Vision Statement versus Mission Statement

A vision statement should not be confused with a mission statement.

Vision statements are future-based and are meant to inspire and give direction to the decision makers, not necessarily the citizens.

A vision statement should be aspirational. A mission statement should be actionable.

A mission statement is present-based and designed to convey a sense of why the entity exists, to both members of the entity and the external community.

A vision statement answers the question, "Where do I see my entity going?" while a mission statement answers the question, "Why does my entity exist?"

A mission statement is all about how an entity will get to where they want to be and makes the purposes and objectives clear, whereas a vision statement is outlining where the entity wants to be in the future.

### Considerations for Writing a Vision Statement

Writing your vision statement is a time for creativity, ambition and fun, but the task should be approached seriously.

The best way to begin is to reflect on some of the most significant events or ideas that have impacted the municipality or the community.

A vision statement should also be concise, no longer than a sentence or a few paragraphs. You want your entire community to be able to quickly repeat it back and more importantly understand it. But a vision statement should be more than a catchy tagline.

A vision statement can be smart and memorable, but this is for your community, not for selling a specific product.

To begin, first identify core values of the community when drafting your vision statement. Then, ask yourself, "What do we do right now that aligns with these values? What are we doing that does not align with these values? How can we stay aligned with these values as we grow over the next five years, 10 years?" Those questions address your current situation and help identify the bigger-picture vision.

Next, ask yourself what problems your community hopes to solve in the next few years. What does your community hope to achieve? Who is your target audience, and what do you want to do for them?

Based on your responses to these questions, ask yourself what success will look like if you accomplish those things.

When you're crafting your vision statement, dream big. Don't worry about practicality for now — what initially looks impossible could be achieved down the road with the right circumstances or policy initiatives.

Vision statements should stretch the imagination while providing direction and clarity.

Some general tips to keep in mind include:

- Project five to 10 years in the future.
- Dream big, and focus on success.
- Use the present tense.
- Use clear, concise language.
- Infuse your vision statement with passion and emotion.
- Paint a graphic mental picture of the community you want.
- Have a plan to communicate your vision statement to your community.
- Be prepared to commit time and resources to the vision you establish.

Examples of actual vision statements:

- *Microsoft (original)*: “A personal computer in every home running Microsoft software.”
- *eBay*: “To provide a global trading platform where practically anyone can trade practically anything.”
- *North Point Church*: “To create a church that unchurched people love to attend.”
- *Canadian Cancer Society*: “Creating a world where no Canadian fears cancer.”
- *Amazon*: “To be Earth’s most customer-centric company; to build a place where people can come to find and discover anything they might want to buy online.”
- *Milwaukee Public Library*: “Every person’s gateway to an expanding world of information. Providing the best in library service, we guide Milwaukeeans in their pursuit of knowledge, enjoyment, and lifelong learning, ultimately enriching lives and our community as a whole.”
- *Bowling Inc.*: “More people, bowling more often, having more fun.”

Questions to Help Form a Vision Statement

What words would I use to describe the ideal Village for East Montpelier?

What parts of the Village of East Montpelier am I most proud of/tell people about most often?

A successful plan for the Village of East Montpelier would include \_\_\_\_\_?

In ten years, I want the Village of East Montpelier to be \_\_\_\_\_?

Examples for East Montpelier

The Village of East Montpelier: Adapting for the future while respecting the past.

The Village of East Montpelier: Where families come to meet and share ideas.

The Village of East Montpelier: Everything you want, with nothing you don't.

The Village of East Montpelier: Authentic Vermont charm

The Village of East Montpelier: The storybook Vermont village in real life.

A community that respects its heritage while embracing the needs for the future.

Protecting our natural and community resources while creating a unique sense of place where citizens can feel safe to congregate with friends and family.

Creating a safe and sustainable village where residents and non-residents feel welcome and are encouraged to spend time shopping, recreating, or just spending time.

A vibrant, and sustainable village that provides a sense of community for citizens while welcoming and encouraging visitors to spend the day exploring the natural, historic, and community resources.

## **ESTABLISHING VILLAGE BOUNDARIES**

Once a vision statement is generally established, it will be important to identify the appropriate boundary for the Village of East Montpelier to more specifically focus the efforts to achieve the vision. The following is a list of questions to help establish an area where the vision for the village will be focused. These questions are not intended to identify an exact boundary, but provide considerations for where the boundary may be best located. Try to envision the village boundary without focusing on constraints such as water and sewer. Instead, focus on what you want to see and how the village boundary can best match the vision statement.

1. When you think of an ideal village, what does it look like?
2. What amenities should be included in a village?
3. Where do you think increased density should occur in East Montpelier?
4. Where do you think mixed use buildings (residential, commercial, office) are most appropriate for East Montpelier?
5. When you think about East Montpelier, what do you consider to be the village now?
6. Where would you consider expanding (or contracting) the Village of East Montpelier and why?
7. How important is focusing the village around existing population centers or neighborhoods?

As you think about these questions, feel free to draw on the map to begin identifying what YOU think the village boundaries should be.