



**CARICHAM**  
Centre of Excellence



# OPERATIONAL EXCELLENCE

## Vision Statements

## Visions Change

A vision is basically something seen. A vision statement is a statement of how the organization sees itself at a specific point in the future.

Visions change as times goes on. Organizations had to quickly change their visions when the Covid19 impacted the world. In tis post-Covid19 environment, many organizations are still re-imagining their operations and the definition of 'excellence' in the new context.

Many believe that one of the best visions ever cast was done by John F. Kennedy in his famous speech when he promised Americans to put a man on the moon by the end of the 60s.

We can see the moon. We can see the man on it. We have a timeline that gives us a specific point in time. We have an inspiring vision.

If the mission was space exploration, and has not changed, the vision of what space exploration looks like in 2022 and by the end of this decade has certainly changed.

With human, financial and technological resources changing, and with climate change impacts being felt more drastically, our visions for our organizations change as well.

With this in mind, let's explore The Vision Statement.

## A concise picture of the future A challenge driven by the Mission

**Concise**

Three - ten  
(3 - 10) words

**Picture**

A snapshot in time

**Future**

Stated as the  
present

**Here are some examples:**  
(edited for educational purposes)

Virgin Atlantic: ~~To be~~ the most loved travel company (7 5)

Netflix: ~~To become~~ the world's leading streaming entertainment service (8-6)

Zoom: Video communications empowering people to accomplish more (7)

Google: ~~To provide~~ access to the world's information in one click (10 8)

Habitat for Humanity: A place where everyone has a decent place to live (10)

## A Vision Statement is **NOT**

written in the **Future Tense**

**"Future Tense"** does not paint a completed picture

It Aspires

**"Present Tense"** is seen as completed .

It Inspires

Here are 2 example of the effect of tenses:

To build the most inviting and relaxing home in the countryside. It will be a 2-storey, concrete home and will have a roof deck. It will be painted in a vibrant orange and the trim will be deep brown. The drive way is going to be lined with royal palms and I will have a white 2-door garage...

It Aspires

Nestled in the hills of the countryside, a 2-storey, concrete home with a roof deck invites you to relax. The vibrant orange walls are trimmed with deep brown and the driveway is lined with royal palms leading to a white 2-door garage...

It Inspires

**Virgin Atlantic: To be the most loved travel company**

**Virgin Atlantic: The most loved travel company**

The first statement sees a future where Virgin Atlantic is **"becoming"** the most loved travel company

The second statement sees a future where Virgin Atlantic **"is"** the most loved travel company

Inadvertently the first statement asks "are we there yet?" and can dissuade internal and external customers.

The second statement challenges "is this still true?" and can persuade internal and external customers.

**Compare this to Zoom's Vision Statement**

**Video communications empowering people to accomplish more**

**We see it  
happening now!**

**What is your organization's Vision Statement?**

**How do you see the future?**

**Are you still "becoming" in the future?**

**Start thinking of the future as though it is already**

**PRESENT**