

### 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 \_\_\_\_\_ WILL ACHIEVE \_\_\_\_\_ .  
[PRIMARY AUDIENCE] [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.

If you'd like to have this template, check out [threespot.com/riskvision](https://threespot.com/riskvision)