

# vision statement

The purpose of the vision statement is:

- To relate the impact the agency will have if it succeeds in implementing its strategies and achieves its full potential

## vision statement examples

“That all seniors in Kansas have access to quality health care”

“That Kansas will be the best state in which to raise a child”

“That all Kansans have a voice and share their talents and experiences to create thriving, supportive communities”

Vision statements:

- Tell the organization’s “Ideal Hope” – the way it “ought” to be:
  - For the organization
  - For those served
- Attract commitment
- Energize people
- Create meaning in staff’s lives
- Establish a standard of excellence
- Bridge the present and the future
- Show that different organizations can have the same vision

