

Cornerstone Charter Academy
Vision Statement Training
Objectives and Agenda
December 7, 2017

Objectives -

-Board members will review and analyze the SWOT Analysis notes and the Cornerstone Strategic Plan

-Board members will develop a draft VISION statement that will be presented to the various stakeholders at Cornerstone

Agenda -

- I. What is a vision statement?
- II. What a vision statement isn't
- III. Mission statement Vs. Vision statement
- IV. Review of Sample Vision Statements from Non-profits
- V. Guiding Questions in the Vision Creation Process
 - A. Independent work on addressing the problem/challenge/opportunity
 - B. Alignment/agreement on the problem/challenge/opportunity
 - C. Group work on addressing the future
 - D. Identify common words and language
- VI. Vision work time
 - A. Board members will each draft a vision statement for Cornerstone based on the common words and language that have been agreed upon
 - B. Sharing out of vision statements by board members followed by further alignment

For reference -

What is a vision statement?

- "...a one-sentence statement describing the clear and inspirational long-term desired change resulting from an organization or program's work..."
- "...an aspirational description of what an organization would like to achieve or accomplish in the mid-term or long-term future..."
- "...the vision statement answers the question, 'Where do we want to go?'..."

