



## CLUB SUPPORT FACTSHEET

# WHAT IS A VISION

This factsheet explains what is meant by a vision, and the benefits of having one for your club.

### What do we mean by vision?

Here are how some organisations define vision:

“A vision statement looks forward and creates a mental image of the ideal state that the organisation wishes to achieve. It is inspirational and aspirational and should challenge employees.” SHRM

“The vision statement reflects where the company sees itself going. Best-practice organisations follow specific, measurable, action-based, reasonable and time-sensitive -- or SMART -- guidelines to write effective goal, mission and vision statements. Vision statements that are aligned with the SMART criteria can be developed into workable objectives for your company.” Small Business Chron

“A vision statement is sometimes thought of as a picture of your company in the future, but it’s much more than that. When creating a vision statement, you’re articulating your hopes and dreams for your business. Your vision statement is your inspiration, and it will serve as the framework for all your strategic planning.” The Balance Small Business

### What are the benefits of having a vision?

- ensures a positive experience
- unites and inspires
- increases and promotes collaboration
- gives clarity on roles and responsibilities
- focuses planning
- supports decision making
- shapes the club culture
- defines the leadership ethos

### Examples of club visions

“To make athletics accessible and enjoyable for all who contribute and compete. We take your ambitions from today to realise your dreams of tomorrow” – Corby Athletics Club

“A running club for all’ – Fleckney and Kibworth Running Club

“Our vision is to create a better everyday life for many people”  
Team Bath Athletic Club

### Vision:

#### Your forever statement

- Simple
- Personal connection
- Inspirational
- Looking forward
- Aspirational
- Where you want to go

### Mission:

#### Summarises the goals and values of your company

- SMART
- Performance
- Actionable parameters
- How you will get there

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