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| Company Name |
| Purpose/Vision Statement |
| [Type name of programme/project] |

Place your company logo here

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| Insert name of document author  Select date |

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**Revision History**

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*This document requires approvals to be signed-off and released for live use*

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# Programme/Project ID

*Insert the unique identifier for this programme/project.*

# Purpose/Vision Statement

*Define the end goal of the programme/project, what is the desired future state and how this will be achieved. This may include a clear statement of intent, any externally or self-imposed constraints, and the context in which the programme/project will operate. The Vision State may comprise a text narrative, diagrammatic or graphical representations of the desired future state (sometimes called the target operating model) or any combination of these.*

*Use this checklist to develop a strong Vision Statement:*

* *Future state but not confused with an objective, strategy, intention or mission*
* *Easily understood by broadest groupings of stakeholders*
* *Compelling future that engages the heart as well as the head*
* *Matches transformation change*
* *Motivate everyone*
* *Does justice to the challenge of transformational change*
* *Avoids target dates unless the Vision is truly time-dependent*
* *Describes a desirable future*
* *Verifiable without too much detail (which can be a turn-off!)*
* *Sufficiently flexible to remain relevant over the life of the programme*
* *Short and memorable*

# Additional Explanation

*Describe any additional relevant information to help set expectations and context. This may include supporting information to justify the statement, or need for change, as well as a description of the current situation.*