

CSP Career Activity (Vision Statement)

Objectives

In this activity students will write a vision statement for a company.

Standards

IT-CSP-1.3 Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations.

Project Time

This project will take about 3 hours to complete.

Ethics Statement

Students will model work readiness traits required for success in the workplace including teamwork, multitasking, integrity, honesty, accountability, punctuality, time management, and respect for diversity.

Project Details

Research the purpose of a vision statement.

Create a vision statement for a real or imaginary company.

Complete the Jetlag Learning worksheet.

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50 points – worksheet complete.

20 points – vision statement can be answered with “yes” or “no”

20 points – format of vision statement adheres to rules laid out in worksheet

10 points – Spelling and grammar are correct



Component 9 : Vision Statement

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Date 11/13/19

Purpose: to provide a detailed glimpse into your company's (ideal) future

This assignment is a part of the simCEO simulation located at www.simceo.org. It is a free simulation allowing students to create their own companies, research each others' companies, and invest in these companies to affect share prices. This assignment represents one of eleven optional assignments students can use to define their business.

Introduction: While a **mission statement** is largely concerned with answering *what do we stand for?*, a **vision statement** addresses *how will we know when we've arrived there?*. It is a detailed look into "the perfect" future.

In many businesses and organizations today, the vision statement is gaining more attention compared to the mission statement. While many companies will have similar mission statements, a vision statement is usually a unique and personal (for an entire company) picture of what a company would like to see.

Two well-known examples of vision statements (outside of the business world) are:

- Martin Luther King's famous "I have a dream..." speech.
- John Lennon's song, "Imagine".

In fact, many vision statements begin with words such as "We believe", "We envision", or "We imagine".

Another way to think about a vision statement is to ask yourself the simple question: **How will you know when you've arrived at your company's goal?** A good vision statement is one in which anyone can answer "yes" or "no" to different components.

Directions: Write your vision statement here.

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My company is Woke Clothing (I made this up)

We believe that every consumer should be able to buy clothing that looks good, feels good, and causes good. We believe that companies have a responsibility to address social issues that face all of us. We believe that our clothing should represent all the good that can be in the world.