Creating a Team Vision Statement

Exercise time: 30 mins

Background

In order to be successful it is important for a team to have clarity of direction. A team vision statement conveys their reason for existence and where they aim to be in the future, which guides team decision making. While BHT has its own statement of ‘safe and compassionate care, every time’, teams need to understand their purpose in achieving the overall vision, and capture what there are working towards on a daily basis. A clear and inspiring vision statement can help you clearly and concisely communicate your intentions and motivate your team to realise and achieve common goals.

As well as creating a clear purpose for the team, a team vision statement can:

- Strengthen culture through a unified sense of purpose and identity
- Improve decision-making and clarity about "big picture"
- Enhance relationships with other teams through a shared understanding of priorities

How do we do it?

There are multiple ways of creating a team vision but all should involve discussion and engagement amongst the team. If the vision has not been created or informed by the team, it will not stick and people will not buy into it.

You could run this exercise in a team meeting, through a survey, or using an ideas board on display in your working area. Engage your team in some discussion around the below questions:

1. How does our work contribute towards the BHT vision?
2. What’s the most important thing we do?
3. What are our patients/customers saying about us?
4. What do our patients/customers want from us?
5. What exactly do we want to do?
6. How do we turn these ideas into an inspiring team vision?
7. How can we communicate our vision?
8. What are our team objectives or goals towards this vision?
9. How will we use this to inform our decision making?

After the discussion

Pull the information together into a vision statement and some team objectives. You could use the below framework to document your vision and objectives, or create your own. Once you have created your statement you need to consider how the team will keep it alive, and how you will use it to inform team decision making.
<table>
<thead>
<tr>
<th>BHT Vision</th>
<th>Safe and compassionate care, every time</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Our Team Vision</strong></td>
<td>The future state we want to reach. Where are we trying to get to? The difference we will make in achieving it. Why are we doing it? What impact will it have?</td>
</tr>
<tr>
<td><strong>Our team objectives</strong></td>
<td>How will we do this? What actions will we take?</td>
</tr>
</tbody>
</table>