

Draft criteria to guide the evaluation/development of vision statements

- Is it future oriented and does it give clear direction?
- Is it challenging yet achievable?
- Is it expressed concisely and clearly so that people can understand the message easily?
- Does it inspire and energize people and encourage their commitment?
- Is it context sensitive and perceived as relevant by the target group?
- Does it answer the questions: what? for whom? and where?

Synthesis of groups' inputs

25 September 2001