Vision Tool

Describe your project mission in 10 -15 words without using the transport mode (e.g. rail). This should reflect:

* The overall outcome
* Everyone’s role in the mission
* Plain English

Key principles include:

* Write in the present tense
* Use active language
* Focus on what success looks like
* Make it goal orientated
* No more than one adjective in a Vision Statement
* One sentence if possible, never more than two.

Good examples are:

* Kill Kodak - Fujifilm
* Putting a man on the moon – NASA
* A world without poverty - Oxfam
* Build Borders Sustainably – Network Rail
* Make People Happy – Disney
* A computer in every home and on every desk – Microsoft
* Zero industry caused fatalities and major injuries to passengers, the public, and the workforce – ORR health & safety strategy

Write your Vision in the box below