

Vision Canvas

(Adapted from the [Business Models Inc. 5 Bold Steps Vision Canvas](#))

How to Use the Vision Canvas

The vision canvas will help you co-design the vision for iCCM in your country, as well as the 5 bold steps to achieve that vision. Additionally, using this tool, your team will be able to clarify what supports your vision, what challenges your vision, and what opportunities are created in working toward your vision.

Your vision statement is your inspiration, the framework for all your planning. When creating your initial vision statement you are essentially articulating your dreams for the world that you want to see. This should stand as a reminder of what you're trying to accomplish together. The vision statement answers the question, "Where do we want to go?"

A high-quality, practical, and inspiring vision should have three key characteristics: it needs to state where you want to be in the near future (2–5 years); it must contain a level of inspiration and excitement (the rallying cry); and it must detail the bold steps by which to achieve the vision.

By using the vision canvas, you will have your entire vision, including actions, supports, opportunities, and challenges, on one sheet of paper. This will make it simple to share and easy to translate into concrete guidelines that decision makers (and implementers) need to get their jobs done. Even better, creating a visualization of the vision, based on this canvas, will help you spread the word to leaders and champions.

Regardless of the approach you choose to compose your vision, you'll need to involve the right people. This includes the decision-makers and everyone impacted by the vision. A vision without actions or ambassadors to carry the message forward is worth no more than the paper it's printed on, no matter how well crafted.

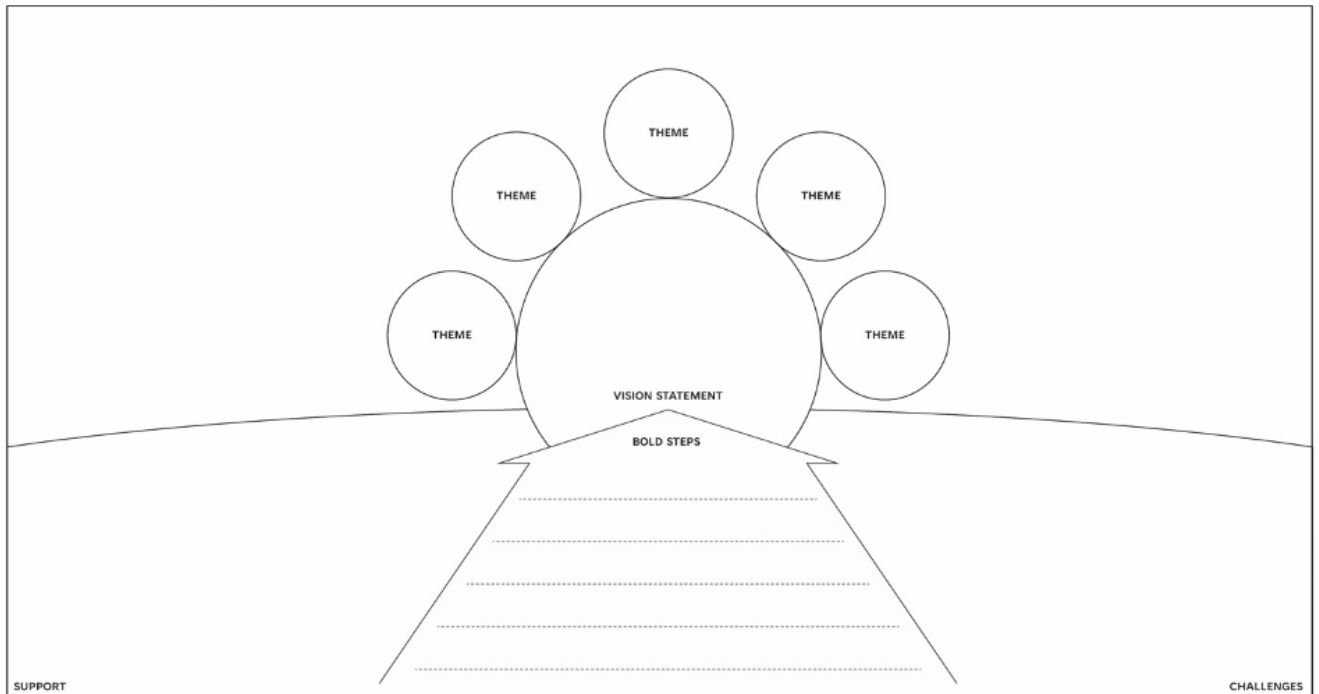
Before you start...

- Arrange for a comfortable environment.
- Involve the right people, this includes the decision makers as well as other important influencers.

Checklist

- Arrange a relaxed, positive and private environment
- Have markers (fine tip) and paper for everybody
- Print or draw the canvas on a big sheet of paper
- Have plenty of sticky notes and markers
- Allow yourself 90 minutes of undisturbed time

5 Bold steps vision canvas.



1. **Vision statement.** What is the future state we want to see for iCCM?
2. **Essential themes.** What are the essential themes supporting our vision? Describe them in 1 or 2 single words.
3. **Supports.** What are the supporting factors that will enable us to reach our future?
4. **Challenges.** What are the challenges that hinder us from reaching our future?
5. **5 Bold Steps.** What are the 5 bold steps to take in order to achieve our vision?

The full Vision Canvas can be downloaded here:

https://a.storyblok.com/f/118861/1920x1080/79e2fe0b87/bmi_2022_ppt_5-bold-steps.jpg