

Vision Statement

A vision statement defines what our organisation wants to become, articulating our dreams and hopes for the Canoeing Ireland. Our vision statement is our inspiration, the framework for all our strategic planning. It answers the question, “Where do we want to go?”

While a vision statement doesn’t tell you how you’re going to get there, it does set the direction for our planning process. It should stretch the organisation’s capabilities and image of itself and give shape and direction to the Canoeing Ireland’s future. It should resonate with all members and help them feel proud, excited and part of something much bigger than ourselves. A vision statement must be communicated, shared and understood by all within the organisation if it is to succeed.

A good Vision Statement...

- Sets a standard of excellence
- Clarifies direction and purpose
- Inspires enthusiasm and commitment
- Bridges the present and future
- Is clear and easy to understand
- Is ambitious (not limited by current circumstances – what is perceived possible)

Developing the vision

Our vision statement will incorporate the following characteristics:

- Detailed description of the way Canoeing Ireland will look at a specific future date, anywhere from 3-5 years
- Will be emotional – this is about you and your definition of success. If you’re not emotional and passionate about it, no one else will be.
- Will be powerfully descriptive – write out a rough draft and hone it to make it fit your vision perfectly
- Will be the foundation for our organisation – it is the tool you will use to measure your success by and with which you’ll base your decisions on
- Will be specific and realistic to Canoeing Ireland and its goals
- Will be outcomes-based, not activities-based
- Will be consistent with your values and philosophy

Writing the vision statement

- Dare to dream the possible. What is your organisation's realistic but guiding vision of success? Have a mental picture of the preferred organisation.
- It should be a collaborative process and a fantastic team building exercise. Include people from all levels of Canoeing Ireland, since those involved in coming up with the vision statement will first dream it, and then make it happen.
- Write a list of facts about Canoeing Ireland – goals, strengths, benefits and so on

- Select a date in the future and imagine what Canoeing Ireland will be like when your intentions for it are realised. Write a rough statement
- After the collective brainstorm, one or two people should then write the statement.
- Combine your statement and items in your list that stand out and create your vision statement.
- Be prepared to write and rewrite your vision statement until you get one that resonates with you. It is an idea to let your vision statement sit in your thoughts for a couple of days before deciding.
- Remember, it is essential that the statement reflects what is most important for Canoeing Ireland.

Example vision statements:

1. Our vision is to be recognised as a vibrant federation of canoe clubs and community based organisations in Ireland who aspire to the highest standards in canoe / kayak and who are dedicated to increasing success among our competitive disciplines internationally.
2. Our vision is to achieve growth in canoe / kayak through fostering and facilitating the creation of canoe clubs in Ireland.
3. Our vision is to win Olympic and World class success by promoting competitive canoe / kayak in Ireland through a vibrant club structure.
4. Our vision is to promote canoe / kayak in all its aspects through clubs, educational, community and commercial establishments.
5. Our vision is to be recognised as the representative organisation for canoe / kayak in Ireland dedicated to developing and controlling standards within the sport.
6. Our vision is to develop a thriving network of canoe clubs in Ireland to increase participation levels in both recreational and competitive canoeing.
7. Our vision is to increase participation levels in canoeing through a thriving network of clubs, social, community, educational and commercial organisations in Ireland. To be recognised as the representative organisation of the sport and to be viewed as increasingly successful in international competition.
8. Our vision is to promote and represent recreational canoeing in Ireland. To control and develop standards that ensure the highest standard of canoe / kayak possible.