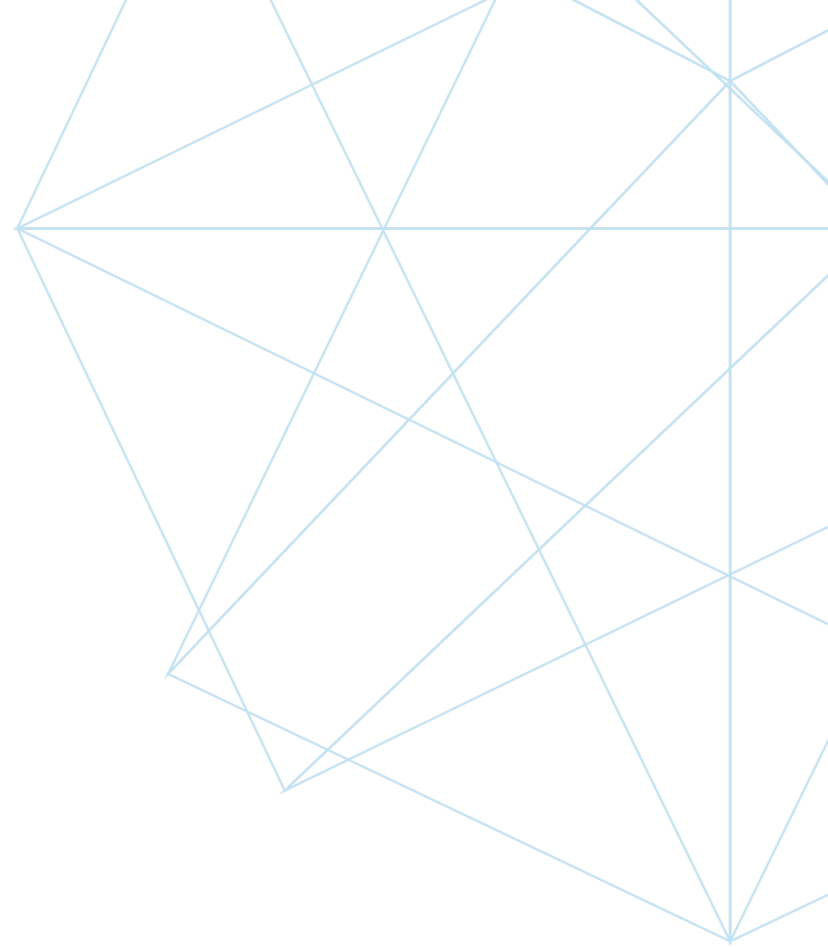**European Network of Living Labs**
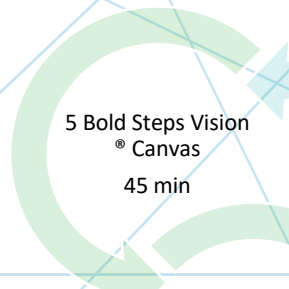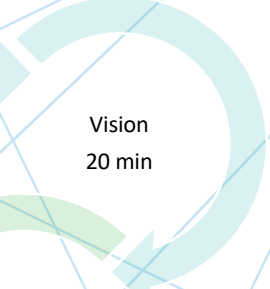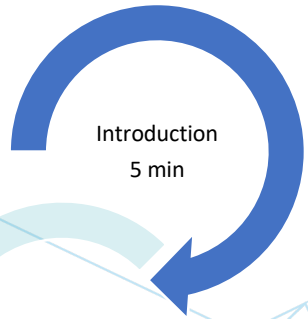
Creating a vision & a mission for your ULL

Mission & Vision Workshop

Introduction
5 min

LL Context
20 min

Vision
20 min

5 Bold Steps Vision ® Canvas
45 min

Mission
30 min

Why is it important for us to have a mission and a vision?

Mission = what, how, why & for whom
The boundaries and scope we work in, in order to get to where we want to go. (What do we focus on?)
This also implies what we're *not* going to do.
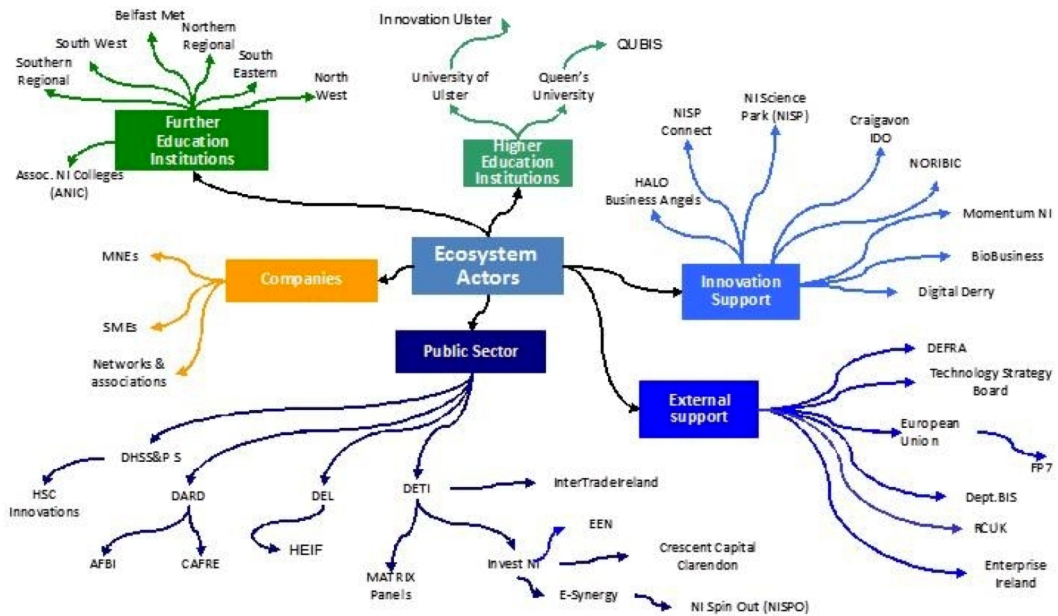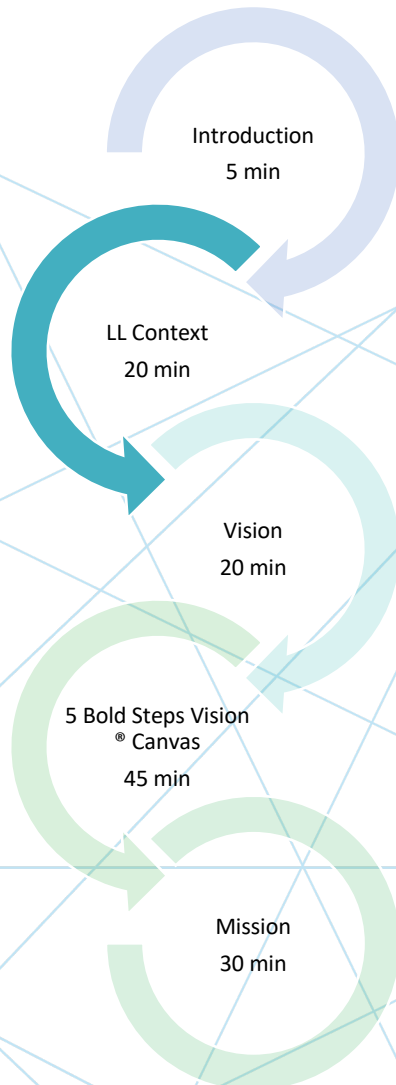
Vision = where
Where we want to be.
What are the target conditions?
What is our goal?

Now

Source: Brendan Marsh

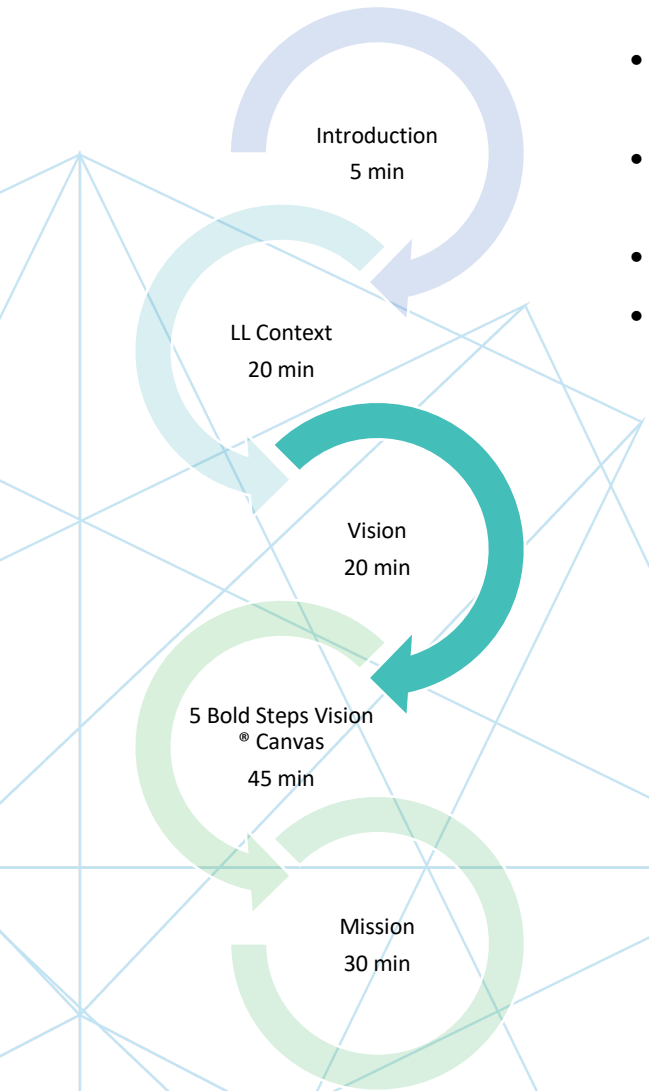European Network of Living Labs

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- Provide context around the LL and why it exists.
- Map the different initiatives.

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- Challenge the team to think ahead in time. What does our ideal state look like?

- Write down some attributes or statements that describe this ideal world.

- Cluster these statements and give them a name (theme).

- Turn the themes into a vision statement. Write a few and pick the best one, or the best elements of them and then consolidate.

"Developing with quality for desktop is effortless and provides fast feedback. Releases are frequent and uneventful."

Source: Brendan Marsh

European Network of Living Labs

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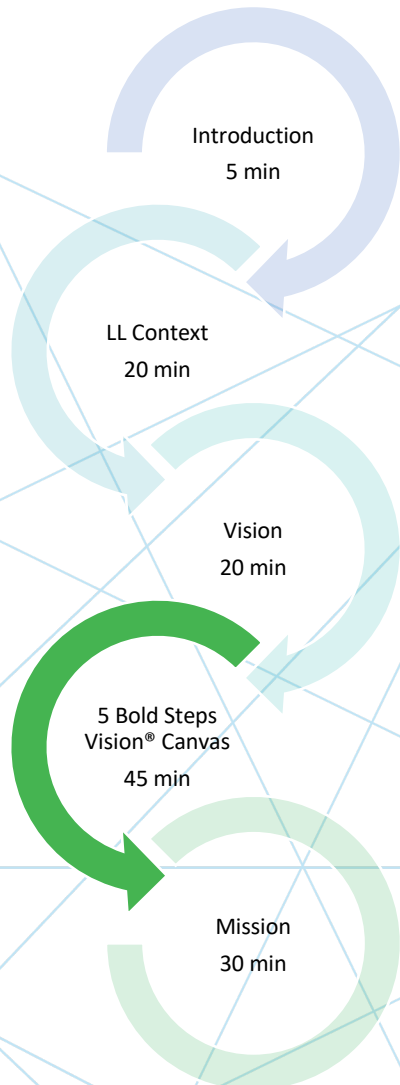
Step 1
- Use the vision and themes identified during the vision exercise

Step 2
- Proof where these examples of your vision show up

Step 3
- Define the 5 bold steps how to get there

Step 4 (optional)
- Identify the supports and challenges

5 BOLD STEPS VISION® CANVAS

DESIGN A BETTER BUSINESS

THEME

THEME

THEME

VISION STATEMENT
What is the future state of your business? How are you going to help your customer?

THEME

THEME

SUPPORTS
What are the supports that strengthen you while reaching your vision?

BOLD STEPS
The big steps towards your vision

5. _____
4. _____
3. _____
2. _____
1. _____

CHALLENGES
What are the challenges that hinder you while reaching your vision?

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The 5 bold steps vision canvas was originally designed by David Sibbet

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From the 5 Bold Steps:

- Formulate a statement of how we're going to get there. Start by brainstorming (with post-its) the following questions:

  Who are we building nbs for?

  What do we do/build?

  Why (maybe even apply 5 whys)

  How

- A good structure to use is: **"We're doing X(what), for Y(who), because Z(why)"**

What

We own and improve the desktop client architecture and development infrastructure,

to enable feature teams to innovate, learn and deliver with quality

Who   Why

European
Network of
Living Labs