# Vision for Change for <<insert project name>>

## WHY

See Guidance for full information, but for example consider:

## Provide a description of problems

## Set out the missed opportunities

## Outline a summary of what will be the outcome if we do nothing to address the issues*.*

## WHAT

See Guidance for full information, but for example consider:

## What will the result of making this change be in financial terms/ process results

## How will the future feel / look?

## Are there behavioural changes, can these be articulated clearly?

## HOW

See Guidance for full information, but for example consider:

* What are the technical components of the change/ the organisational structure?
* What are the new business processes/ job definitions /information flows
* What is NOT changing?
* Whilst the specifics may not be known, can you set out areas of focus?

# Template – Checking the quality and clarity

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| --- | --- |
| **The Why - Quality checklist** * Will people understand the need and urgency for change i.e. why the current state cannot continue?
* Will people find the Imperative to change sufficiently uncomfortable that they wish to move away from it?
 | **Overall questions (applicable to each area of the Vision for Change)*** Given their knowledge of the business and challenges, are the statements easy to understand for people (not all employees would receive the same detailed business updates as the project and leadership teams)?
* Can people understand what the statements mean to them and why they personally have to change?
* Can people share the statements with others i.e. it is not exclusive to them?
* Is the language simple enough and free of jargon – (e.g. would it make sense to someone outside the area affected)?
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| **The What - Quality checklist*** Will people find the Future State sufficiently motivating because it is stretching, yet realistic?
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| **The How - Quality checklist*** Do the various parts of the solution you described move us away from the current state?
* Do the various parts of the solution credibly match the aims of the Future State?
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