

EXAMPLE 5.1

Creating the Blog Project Vision Statement

1. The project manager received these three vision statements from project stakeholders:
 - ♦ *The blog project will design, implement, and build a blog site.*
 - ♦ *The project will grow, enable, and streamline product sales.*
 - ♦ *Our project will initiate, demand, and respond to customer communication.*

2. The manager wrote the following lists on the whiteboard:

Verbs		Nouns
design	streamline	blog site
implement	initiate	product sales
build	demand	customer communication
grow	respond	
enable		

3. At the end of the discussion, the group agreed to the following vision statement for their project: *The blog project will initiate, enable, and respond to customer communication through a web blog site.*
-