Moonshot North-Star
Creating a vision for the preferred future state

Description
You made it! To end the session, fill in the feedback grid to check what worked best or needs to change, and if there's any unanswered questions or new ideas.

Steps

1. Research similar vision statements
2. Draft your North Star Vision statement
3. Collect your participants’ feedback

Suggested time
4 hrs prep; 2 hrs exercise

Level of difficulty
Moderate

Materials needed
Research, mural board or flip chart paper

Check how we used this in WFP-X:
https://app.mural.co/t/wfpx2odaressalaam8404/m/wfpx2odaressalaam8404/1596587291429/817070d46a9fad01469d571a95bbe68b4023c3b
https://www.projectmanager.com/blog/guide-writing-perfect-vision-statement-examples
Steps

**Step 1**
Research similar vision statements

**Step 2**
Draft your North Star Vision statement

**Step 3**
Collect your participants’ feedback

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### Origins

**Your task in this step**
As a point of reference, conduct research on similar vision statements or “ideal” outcome states related to the problem space in question, along with rationale used to support those outcomes.

**Example**
We drew inspiration from the UN’s definition of food security, Rockefeller/EATs Planetary Diet concept, Xprize’s Future of Food, and RUAF’s definition for Sustainable Urban Food Supply

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<th>Name of organization</th>
<th>Vision statement</th>
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Drafting our North Star

**Your task in this step**
Draft a North Star vision statement specific to the country/region and time horizon in question, informed by the research in Step 1 as well as the work done using Tool #3 & 4. [Note: Refer to “What goes into a vision statement” guidelines]
Your thoughts?

Your task in this step
Reflect on the draft North Star vision, other future visions and your own insights to propose edits. Focus not on adding more words but refining or re-phrasing. If you like it as is, that's OK too!

1. Add your name

2. What changes, if any, would you propose to the 3 components of our North Star?