

# Capturing Your Vision: Press Release Template

<b>Vision is visual:</b> what image best illustrates your vision?	<b>Headline:</b> grab attention, name the solution you are about to create
	<b>Sub-head:</b> One short sentence about the key benefit you will deliver
<b>News:</b> One paragraph outlining why this solution is being created (problem to solve, magnitude of pains/gains)	
<b>Supporting Detail:</b> Three key capabilities of the solution	
<b>Customer quote:</b> What do you hope your customers will say when they've experienced the solution?	
<b>Team quote:</b> Why is this solution the best alternative for this customer?	

# Postcard from the Future





## REFERENCE: VISION STATEMENT FORMATS

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# Postcard From the Future



What would your customers want to tell you after using the latest release?

What might they be delighted by?

# Press Release

Headline: what are you announcing

Date,  
Location

One sentence summarizing the news

How will this change the business?  
What value is being created?

Quote from a business stakeholder or user

# Cover Story

Cover image and 5-word headline

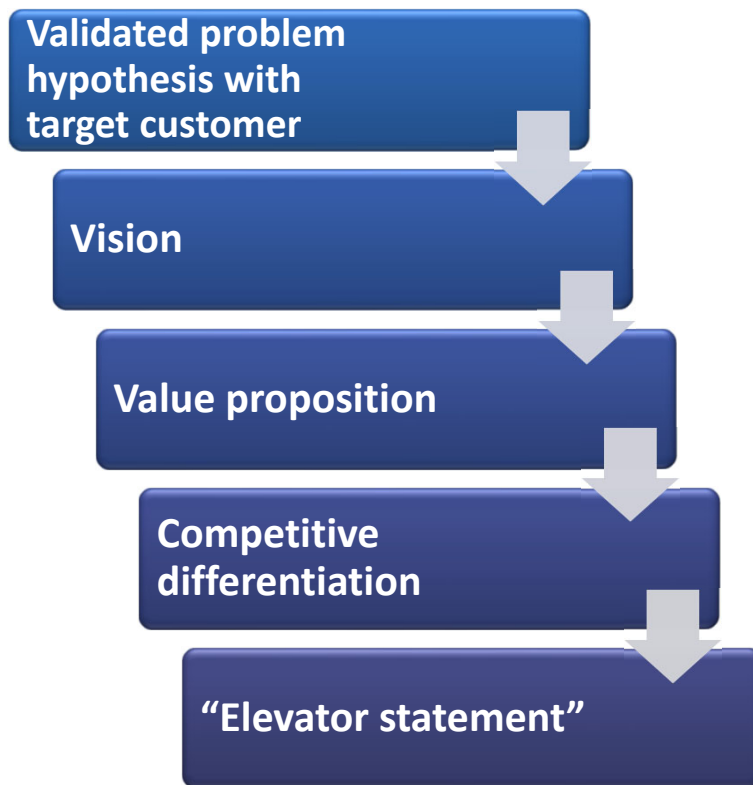
Issue  
Date

One sentence story summary

How will this change the business?  
What value is being created?

Feature  
Quote

# Agile Vision Statement



**“For software development organizations who want to use Agile and Lean methods at scale, XYZ Inc. provides products and services that help deliver more value to the business, faster. Our solutions pay for themselves 8 times over within one year.**

**Unlike other Agile consulting companies, XYZ uses its unique software products to help diagnose volatility in the delivery process, identify costs and risks, and to validate our impact on Agile performance.”**