

Crafting a Compelling Vision Statement

A 5-Step Strategy for Your Business w/ Examples and an Exercise

1. DEFINE YOUR CORE PURPOSE

- Reflect on the fundamental reason your business exists beyond making a profit. Ask yourself, “*What difference do we want to make in the world?*”
- A clear purpose will guide your vision and inspire your team and stakeholders.

2. IDENTIFY LONG-TERM ASPIRATIONS

- Consider where you want your business to be in 5, 10, or 20 years. What impact do you aim to have on your industry, customers, or society?
- Be bold and aspirational, but also realistic. A great vision balances ambition with achievability.

3. FOCUS ON VALUE AND IMPACT

- Think about the value your business will provide in the long run. How will your products, services, or innovations positively affect your customers or community?
- Emphasize the broader impact your business hopes to make in the world.

4. KEEP IT SIMPLE AND INSPIRATIONAL

- Your vision statement should be easy to understand and memorable. Avoid jargon or overly technical language.
- Craft the statement in a way that motivates employees, excites stakeholders, and resonates with customers.

5. ENSURE ALIGNMENT WITH YOUR BRAND IDENTITY

- Make sure your vision aligns with your company’s mission, values, and overall identity. It should feel like a natural extension of your brand’s essence.
- Review your vision regularly to ensure it evolves with your business while staying true to its core purpose.

Examples

Here are three of the best vision statements from well-known companies that effectively communicate their long-term aspirations:

1. TESLA

- **Vision Statement:** "To create the most compelling car company of the 21st century by driving the world's transition to electric vehicles."
- **Why It's Effective:** Tesla's vision is bold and clear, reflecting their desire to not just dominate the electric vehicle market but to be a catalyst for global change. It's aspirational, industry-transforming, and showcases a strong environmental commitment.

2. IKEA

- **Vision Statement:** "To create a better everyday life for the many people."
- **Why It's Effective:** IKEA's vision is simple yet powerful. It emphasizes the company's focus on improving daily life for its customers through affordable, well-designed products. The inclusiveness ("for the many people") highlights their commitment to accessibility and widespread impact.

3. MICROSOFT

- **Vision Statement:** "To empower every person and every organization on the planet to achieve more."
 - **Why It's Effective:** Microsoft's vision is expansive and focuses on empowerment. It reflects their mission to make technology accessible and impactful for individuals and organizations worldwide. The statement is broad, ambitious, and aligned with their product offerings.
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Exercise

This interactive exercise is designed to help you craft a compelling vision statement that captures the essence and long-term goals of your business. By reflecting on your purpose, aspirations, and impact, you'll create a vision that inspires your team, excites stakeholders, and resonates with your audience. Let's bring your business's future to life!

STEP 1: DEFINE YOUR CORE PURPOSE

What difference do you want your business to make in the world? What inspires you to do what you do every day?

Complete the sentence:

Our business exists to _____

because we want to _____

STEP 2: IDENTIFY LONG-TERM ASPIRATIONS

Imagine your business 5, 10, or 20 years from now. What do you see? What role does your business play in the industry or community?

Answer the following questions:

- Where do we see ourselves in 5 years?
- What impact will we have on our customers or society?
- What bold goal inspires us the most?

STEP 3: FOCUS ON VALUE AND IMPACT

How will your business create lasting value for customers or the community? What problems will you solve, and how will lives improve because of your work?

List the key impacts your business will have:

STEP 4: KEEP IT SIMPLE AND INSPIRATIONAL

How can you capture your vision in a way that excites and inspires? Avoid buzzwords and focus on clarity.

Write a draft vision statement using the ideas you've gathered so far. Aim for one clear, memorable sentence.

STEP 5: ENSURE ALIGNMENT WITH YOUR BRAND IDENTITY

Does your draft align with your mission, values, and overall brand? What tweaks can you make to ensure it reflects the heart of your business?

Review and refine your draft. Finalize your vision statement below:

Looking for more help?

More Resources

We would love to set up a time to chat with you about your branding questions and needs!

**CHECK OUT
MORE RESOURCES**