

CHEAT SHEET: VISION STATEMENT

Why?

Just about every type of sport will have core strength exercises for their athletes, the vision statement is one of those exercises for businesses. A well created and executed vision statement will support cohesive team work between all the stakeholders (employees, owners, customers, suppliers). It ensures that everyone is working together for a common outcome. It allows all the stakeholders to understand the meaning and purpose of the business.

What is a vision statement

A written statement that takes a “high level” look at the long term hopes and aspirations of the business.

How to create yours

The owners and senior managers should drive this process and should involve the key stakeholders (includes employees). It is also easier to first complete the *Business Purpose* as well as the *Values & Convictions* statements. Then tackle the long term goal of the business, often called the *BHAG**

Then hold some brainstorming meetings solely devoted to the purpose of identifying the *Vision Statement* for the business. Sticky notes are great for doing this. Encourage everyone to take a long term view: what does this business look like in 5+ years time? Creating an aspirational statement is more effective in creating an emotional buy-in, so encourage everyone to think outside of their comfort zone—how Great could this business be if there were no obstructions?

Tip: all the ideas and the final statement should be written in the present tense (as if you are 5–10 years in the future).

Examples

“to make people happy.”

Disney

“capture and share the world’s moments”

Instagram

“Our vision is to be earth’s most customer-centric company; to build a place where people can come to find and discover anything they might want to buy online.”

Amazon

“To fulfill dreams through the experiences of motor-cycling.”

Harley-Davidson

“To bring inspiration and innovation to every athlete in the world. *If you have a body, you are an athlete.”*

Nike



The sniff test



Is your vision statement:

- Authentic to you and your brand?
- Is it consistent with the Purpose, Values & Convictions & BHAG?
- Is it memorable?
- Is it easily understood?
- Does it show the path forward for the business?
- Is it concise?

Vision Statement: aspirational—authentic—inspiring—encompassing