

# 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