



Establishing a Vision Statement

A vision statement is your company's guiding light. It's your goals for the future and how you will get there. It is the fulfillment of your purpose (mission) and it describes where your organization wants a specific community or the world to be as a result of your product or service.

A vision statement should:

- Project five to 10 years into the future
- Convey the impact your business makes on the world and define how the world will be different because your business is in it.
- Align with your organization's values and goals
- Provide a concrete way for stakeholders to understand the meaning and purpose of your business.
- Be present tense but future-based.
- Inspire and give clear direction to employees and volunteers
- Be jargon-free language and no longer than a sentence or two.
- Evoke genuine passion to be effective.
- Offer something people can believe in.

Answer these questions:

Dream big and focus on success. (If you want to develop a brand that people actually care about don't play it safe.)

- What ultimate impact do I want (your organization) to have on my community/industry/world?
- In what way will (your organization) ultimately interact with customers/clients

Be seen. Be heard. Be creative.