

VISION

What the company aspires to be within its industry over time

Your company's Vision is a look into the distant future—10, 20 or 30 years from now. While that might seem overwhelming at first, it is a fantastic way to dream big—really big. Your Vision is the story behind why you started the business in the first place. Are there companies that you admire that you want your company to be like? What is it about those companies that you admire? Now take that information and envision your own company and the amazing things you want it to do.

Think about the story behind your business. What motivated you to start it? Why is it important for you to succeed at it? What obstacles did you face that helped you change course for the better? Why does your story matter?

A FEW EXAMPLES OF THE SHORT STORIES THAT FUELED SOME POWERFUL VISIONS:

McDonald's—Ray Kroc wanted a hamburger in every hand

Apple—because everyone should be their own creative team

BMW—if you're going to drive, feel what you drive

QUICK TIP

Get your story down to a 15-second snapshot. Think of it as a highlight reel or a movie trailer. Then turn that snapshot into a few key phrases to develop a succinct Vision. Keep working it until you get excited and it speaks to you. Then share it with others to get their feedback.

ACTION: WRITE OUT YOUR VISION STATEMENT
