**Vision Statement**

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| **Steps** | **Questions** | **Answers** |
| **Define the mission  of your company** | * What is your brand’s long-term aspiration? |  |
| **Define the core values  of your company** | * What core values make your company unique? |  |
| **Define the value proposition of your brand** | * How do you differentiate yourself from the competition? |  |
| **Define the business goals you expect the company to achieve in five years** | * What are the specific goals you want to achieve? |  |
| **Write your vision statement** | * How can you take the answers to the above questions to create a powerful vision statement? |  |

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**[Graphical user interface

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