

Vision and Mission

Business Name: [Enter business/product name]

Date: [Creation date]

Version: [Version number]

Our Vision

[Insert Final Vision Statement]

[One paragraph explaining the transformation we're creating and why it matters]

Our Mission

[Insert Final Mission Statement]

[One paragraph explaining our unique approach and methodology]

Our Hedgehog Concept

What We're Passionate About:

[What genuinely drives and energizes us - our authentic passion that sustains long-term commitment]

What We Can Be Best At:

[Our unique capability or approach that can make us the best in the world at something specific]

What Drives Our Economic Engine:

[The key economic driver that powers our business model and creates sustainable profitability]

Our Strategic Sweet Spot:

[Where all three circles intersect - our unique strategic position that no one else can replicate]

Our Value Proposition

For [target customer segment]

Who [specific customer need or situation]

We are [category definition - how we position ourselves]

That [unique value delivery - what we provide]

Unlike [competitive alternatives]

Because [reasons to believe - why customers should trust us]

Marketing Physics Framework

Overt Benefit:

[The clear, obvious benefit that customers immediately understand and want - no explanation needed]

Dramatic Difference:

[The significant differentiation that sets us apart from all alternatives - our unique advantage]

Real Reasons to Believe:

[Credible proof points that support our claims and build customer confidence in our ability to deliver]

Our Strategic Positioning

Market Position:

[The category or position we own in the market - what we're known for]

Competitive Advantage:

[Our primary sustainable competitive advantage that's difficult for others to replicate]

Customer Promise:

[The fundamental promise we make to every customer - what they can always expect from us]

Brand Essence:

[The core identity that captures who we are and what we stand for]

Our Big Hairy Audacious Goal (BHAG)

25-Year Vision:

[Ambitious, inspiring goal that captures imagination and drives long-term progress]

Why This Matters:

[The significance and impact of achieving this goal for customers, market, and world]

Our Core Values

[Value 1 Name]: [What this value means and how it guides our behavior and decisions]

[Value 2 Name]: [What this value means and how it guides our behavior and decisions]

[Value 3 Name]: [What this value means and how it guides our behavior and decisions]

[Value 4 Name]: [What this value means and how it guides our behavior and decisions]

[Value 5 Name]: [What this value means and how it guides our behavior and decisions]

Success Indicators

We'll know we're succeeding when:

- [Key indicator 1 - measurable outcome showing progress toward vision]
 - [Key indicator 2 - measurable outcome showing progress toward vision]
 - [Key indicator 3 - measurable outcome showing progress toward vision]
 - [Key indicator 4 - measurable outcome showing progress toward vision]
 - [Key indicator 5 - measurable outcome showing progress toward vision]
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Strategic Validation Priorities

Immediate Validation Activities:

1. [First activity to test and validate our strategic assumptions]
2. [Second activity to test and validate our strategic assumptions]
3. [Third activity to test and validate our strategic assumptions]

Success Metrics for Validation:

- [Metric 1 that would confirm strategic direction]
 - [Metric 2 that would confirm strategic direction]
 - [Metric 3 that would confirm strategic direction]
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This vision and mission represent our strategic foundation - the core beliefs and commitments that guide every decision and action. They are customer-validated, market-grounded, and designed to create sustainable competitive advantage while delivering meaningful value to the customers and communities we serve.