

Vision Statement

A Vision Statement is a simple, compelling story that conveys our goal, our assumptions, strategy and how we're taking action!

1. Gather the team at a white board, or just grab a friend and head to the nearest cafe.

2. Complete the story:

vision... how will we change the world? our industry?

because... why was our idea unimaginable before today?

changed... what changed? is it our team? society? tech?

people... how will people change once we deliver?

milestone... what question will be answer first?

partners... who want to help us? (Name names!)

next step... what are we doing today to make it real?

3. Begin sharing the vision with friends, colleagues and partners — ask for their feedback. Capture their insights.

4. Do a deep dive into each aspect the vision to iterate, refine, and keep the vision fresh.

Expert Edition—Print a copy of our vision on poster paper and hang it in an obvious place. Every time we tell the vision to a potential hire, investor, or customer, bring the whole team together to discuss the feedback and how to iterate the story. (Hint: The story can always be simplified. Do not complicate it!)

Our vision is to

This idea is visionary because

This all changed when

As our vision develops, people will

Our first milestone is

And we're seeking partners in

Today we are taking the next step by
