

Vision Statement Worksheet

Purpose

The key components of 'strategic planning' include an understanding of the firm's vision, mission, values and strategies.

A vision statement outlines what the organization wants to be, or how it wants the world in which it operates to be (an "idealised" view of the world). Having a solid vision statement is important because:

* It is a long-term view and concentrates on the future.
* It can be emotive and is a source of inspiration.

Many people mistake the vision statement for the mission statement, and sometimes one is simply used as a longer term version of the other. However they are meant to be quite different, with the vision being a descriptive picture of future state, and the mission being an action statement for bringing about what is envisioned.

* [Wikipedia](http://en.wikipedia.org/wiki/Strategic_planning)

Vision Statement Examples

* **Amazon.com** - Our vision is to be earth's most customer centric company; to build a place where people can come to find and discover anything they might want to buy online.
* **Toyota** - Toyota will lead the way to the future of mobility, enriching lives around the world with the safest and most responsible ways of moving people. Through our commitment to quality, constant innovation and respect for the planet, we aim to exceed expectations and be rewarded with a smile.  We will meet challenging goals by engaging the talent and passion of people, who believe there is always a better way.

* **The Coke-Cola Company** - Our vision serves as the framework for our Roadmap and guides every aspect of our business by describing what we need to accomplish in order to continue achieving sustainable, quality growth.
  + - **People:** Be a great place to work where people are inspired to be the best they can be.
    - **Portfolio:** Bring to the world a portfolio of quality beverage brands that anticipate and satisfy people's desires and needs.
    - **Partners:** Nurture a winning network of customers and suppliers, together we create mutual, enduring value.
    - **Planet:** Be a responsible citizen that makes a difference by helping build and support sustainable communities.
    - **Profit:** Maximize long-term return to shareowners while being mindful of our overall responsibilities.
    - **Productivity:** Be a highly effective, lean and fast-moving organization.
* **Microsoft** - To be led by a globally diverse workforce that consistently delivers outstanding business results, understands the various cultural demands of a global marketplace, is passionate about technology and the promise it holds to tap human potential, and thrives in a corporate culture where inclusive behaviors are valued (Global Diversity and Inclusion Vision Statement).
* **Sony -** To create exciting new digital entertainment experiences for consumers by bringing together cutting-edge products with latest generation content and services.
* **PepsiCo -** Our vision is put into action through programs and a focus on environmental stewardship, activities to benefit society, and a commitment to build shareholder value by making PepsiCo a truly sustainable company.

About Us

First, examine your mission statement and start to create a mental picture of where your business is going to be in 3-5 years. Next, answer the following questions in the chart provided by imagining your company in 3-5 years from now.

| Question | 3 Years | 5 Years |
| --- | --- | --- |
| **Why do we exist?** |  |  |
| **What will we be known for?** |  |  |
| **Who is our “customer?”** |  |  |
| **What are our financial goals?** |  |  |
| **What services will we provide to our “customers”?** |  |  |
| **What is the culture of our organization?** |  |  |
| **Why will individuals want to become a member of our organization?** |  |  |

Craft your Vision Statement

Based on your answers to the questions above, begin to craft your vision statement.

**Use the following formula to shape your vision statement:**

Five years from now, (my company name) will \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Using this formula to write a vision statement will force you to choose what you consider to be the most important accomplishment of your business and give you a time frame to accomplish it.

To be effective, a vision statement requires strong support. The current policies, procedures and culture may need to be updated and changed in order to achieve the new vision. The vision must, in essence, become assimilated into every aspect of the organization's culture.

Leaders have the responsibility of communicating the vision regularly, creating narratives that illustrate the vision, and making decisions that will support the short and long-term objectives of the vision.