

How to write your company's Vision?

Concept-based vision statements.

Some vision statements are based on concepts of what the company hopes to be or achieve in the future. This can be a general statement focused on customers, or a position the company wants to hold within the industry. Below are a few examples of concept-based vision statements:

- **BBC:** "To be the most creative organization in the world"
- **Disney:** "To make people happy."
- **Google:** "To provide access to the world's information in one click"
- **IKEA:** "To create a better everyday life for the many people"
- **Instagram:** "Capture and share the world's moments"
- **LinkedIn:** "Create economic opportunity for every member of the global workforce"
- **Microsoft:** "To help people throughout the world realize their full potential"
- **Nike:** "To bring inspiration and innovation to every athlete in the world"
- **Oxfam:** "A just world without poverty"
- **Shopify:** "To make commerce better for everyone"

- **Sony:** "To be a company that inspires and fulfills your curiosity."
- **TED:** "Spread ideas"
- **Tesla:** "To accelerate the world's transition to sustainable energy"
- **Uber:** "We ignite opportunity by setting the world in motion"
- **Whole Foods:** "To nourish people and the planet."

Quality-based vision statements.

Other common vision statements are focused on internal goals. These include the type of products and services the company hopes to provide as they grow. Quality-based vision statements can also relate to company culture and operations. The following are some examples from actual United States companies in different industries:

- **Amazon:** "Our vision is to be earth's most customer-centric company, where customers can find and discover anything they might want to buy online."
- **Avon:** "To be the company that best understands and satisfies the product, service, and self-fulfillment needs of women—globally."
- **Ben & Jerry's:** "Making the best ice cream in the nicest possible way"
- **Ford:** "People working together as a lean, global enterprise to make people's lives better through automotive and mobility leadership."

- **IBM:** “To be the world’s most successful and important information technology company. Successful in helping our customers apply technology to solve their problems. Successful in introducing this extraordinary technology to new customers. Important because we will continue to be the basic resource of much of what is invested in this industry.”
- **McDonald’s:** “To move with velocity to drive profitable growth and become an even better McDonald’s serving more customers delicious food each day around the world.”
- **Nordstrom:** “To serve our customers better, to always be relevant in their lives, and to form lifelong relationships”
- **Starbucks:** “To establish Starbucks as the premier purveyor of the finest coffee in the world while maintaining our uncompromising principles while we grow.”
- **Warby Parker:** “We believe that buying glasses should be easy and fun. It should leave you happy and good-looking, with money in your pocket. We also believe that everyone has the right to see.”
- **Zappos:** “To provide the best customer service possible. Deliver 'WOW' through service”