



## Vision Statements Are Your Guiding Light

A vision statement needs to be an inspirational statement describing the long-term goals of your business, what you are working toward. It provides guidance and strategic direction. A clearly defined vision allows businesses to focus on what really matters and offer clarity for decision-making along the way.

## Creating a Vision Statement

Use the following questions as a guideline:

Beyond money, why are you in business?
What are your company's principles products and/or services?
Who are your primary customers, clients, or users?
What core values, beliefs, and principles are import to you for your company's future?
Where do you see your business in 5, 10, 15 years from now?
What unique contribution should we be making in the future?
Where do we see our biggest opportunity for growth?
What does success look like?

# Writing Your Statement

A vision statement is short, inspiring, and achievable. It paints a clear picture of your direction.

Draft #1

Draft #2

Draft #3

## Vision Statement

Once you have written your statement get feedback from internal and external sources to ensure it accurately reflects your business and what it wants to achieve.