**Personal Vision Statements**

* I will live each day as though I had all the power and influence necessary to make it a perfect world. Through listening to and serving others, I will learn new ideas and gain different perspectives. I will strive to gain mastery over life’s challenges through increasing my circle of influence and de-emphasizing those areas of concern over which I have no control.
* I will behave in a manner so as to become a light, not a roadblock, for others who choose to follow or lead me. I will trust my dreams and be the prisoner of nothing. I will use my private victories unselfishly by trying to create value for others. The pursuit of excellence will determine the options I decide to exercise and the paths I choose to travel. I will expect no more of others than I expect of myself.
* I will seek new sources for learning and growth – nature, family, literature, new acquaintances. I will show love rather than expect love. I choose to focus upon being effective versus efficient. I choose to make a difference in this world.
* To be the person my children look to with pride when they say, “This is my dad.” To be the one my children come to for love, comfort, and understanding. To be the friend known as caring and always willing to listen empathetically to their concerns.
* To be a person not willing to win at the cost of another’s spirit. To be a person who can feel pain and not want to hurt another. To be the person who speaks for the one that cannot, to listen for the one that cannot hear, see for the one without sight, and have the ability to say, “You did that, not I.”
* To have my deeds always match my words through the grace of God.
* My personal vision is to have a life of meaning for myself and others. It is important to me to live my life in a way that shows kindness, care, and concern for family and friends and even strangers. Earn respect for myself based on a recognition of my accomplishments and abilities, maintains a sense of appreciation of the beauty of nature, and a sense of humor.
* I want to have a career/life that includes constant learning and improvement for myself, but that also creates an atmosphere of pleasurable learning and improvement for others. I want to work with and around people, and it is important to me that they like me; but it is even more important to me that they feel that I have helped them in some way – not necessarily that I do a specific good deed, but more that some kindness or thoughtfulness or wisdom of mine has touched them

**Business**

* **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”