

Business Vision Statement



What is a Business Vision Statement?

A business vision is your goal for what your business will be in the future. It will align with your business goals and aspirations. Your business vision is the formal way of communicating your business goals and commitments to others. The business vision statement should capture the key elements of what business success looks like to you.

Defining the business vision will guide you while you are planning to start a business and provide a sense of purpose and direction for your staff. The vision statement is also useful for business growth and strategic planning.

The purpose of a business vision statement is to:

- define what the business does and why it is important
- inspire and create a sense of optimism about the business for the future.

Consider the following when creating your business vision statement:

The business why—what is the purpose of the business? Why is the business important? Who thinks the business is important?

The business what—what products or services does the business provide? What do you want the business to achieve? What do you want the business to look like in the future?

Tips for business vision statement writing

- Align it with the broader goals, values and mission of your business.
- Avoid too many inclusions—don't obscure the message or clutter the statement with too much detail.
- Keep the statement short—it should say a lot in few words.
- Ensure that it covers the key purpose of your business.
- Make it passionate, powerful and memorable.
- Ensure that the vision is realistic in terms of resources, capabilities and growth potential. Be aspirational but not unrealistic.
- Use language that is clear, concise and free of jargon.
- Aim to make it inspiring and motivating—it should capture the audience's attention and prompt them to action.