



Turning Ideas Into a Vision

1. Define your **purpose**

- *Why does your company exist?*
- Example: “Empower professionals to succeed in every aspect of their lives”

2. Understand the **Impact** you want to have

- *What impact do you want to have on your industry, community and/or the world?*
- Example: “to be a catalyst for positive change in the workplace, where diversity and innovation thrive”

3. Determine your **audience**

- *Who is your ideal clientele?*
- Example: “Young professionals in their 20-30s navigating modern work-life challenges”



4. **Differentiate** yourself from the rest

- *What makes your company unique?*
- Example: We combine education with inspiration, creating a space that blend professional development and personal growth

5. Look ahead to your **future** focus

- *Where do you see your company in the next 3, 5, 10 years?*
- Example: “To have completed 1 million dollars in sales, hired 2-3 team members, and have over 1,000 accounts”

Creating your vision statement

Using your answers above, let's create a simple vision statement.

Template: “to [purpose] by [how you’re unique or what you do] for [audience]. We envision a future where [impact]”

Example: Empower professionals to succeed in every aspect of their lives by combining education with inspiration, creating a space that blend professional development and personal growth for young professionals in their 20-30s. We envision a future where we have helped over 1,000 clients succeed, built our own team of 2-3, and made \$1,000,000 in net sales”

