

CREATING A VISION STATEMENT

What is a vision statement?

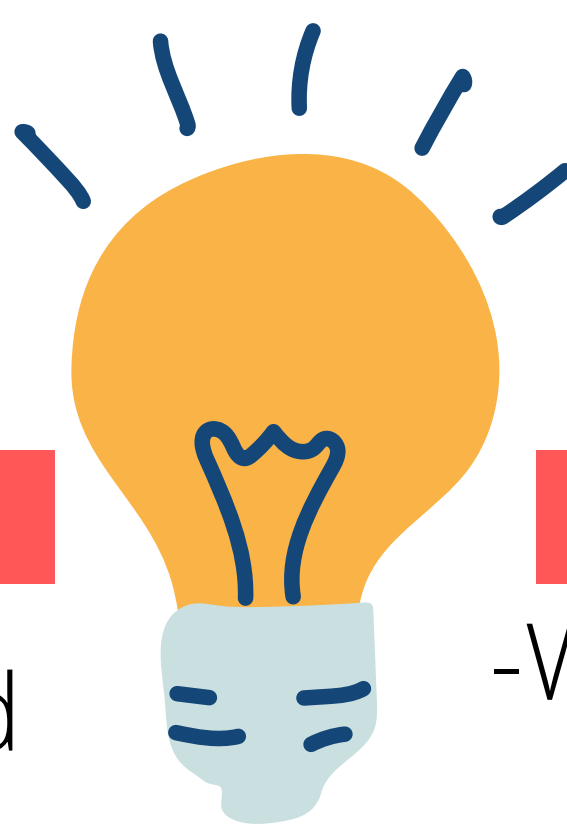
The vision statement is part of your strategy. It is one of the elements of your brand's DNA. It will direct you to achieve your business' success.

Tips

- Inspirational statements
- Written in present tense
- Simple and direct
- Aligns with organization
- Future-oriented
- Long-term

What is the goal?

The vision statement should capture the audience's attention to inspire them to believe in the organization. The statement should express the goals and achievements of the organization.



Keep in mind...

- What are the goals of the organization?
- What message do you want to convey to the audience?
- What are the goals and achievements of the organization?
- Will your audience be moved by your organization?

Write your own vision statement here:
