



Creating Your Organizational Vision Statement

Overview

A great vision is idealistic, evokes passion, sets high standards of excellence, clarifies your purpose and values, inspires, energizes and encourages commitment and progressive change.

It is your organizational 'why' ... your reason for being, your North Star.

It's unique to you and your business and reflects your most important and relevant intentions and point of difference.

Great visions are just as relevant and compelling when conceived as they should be in 30-50 year's time.

Ideal vision statements are short, simple and easy to understand - one short statement that will provide you, your team, your clients and associates with a powerful, magnetic and magical reason to belong.

It's a really enjoyable and liberating process ... have fun with it!

Now here's the process of getting it done ...

Visualize what the optimal success in your business life looks like in say 10 years.

Project into that 'envisaged future' by seeing yourself and your brand as a great success, being who you want to be, doing what you love most and having your clients loving it as well.

Summarize that vision of your success in a paragraph or two using highly emotive words yet keeping in mind that it's ideal to have the perspective working for both yourself, your team and everyone associated.

Note that self centered visions rarely engage universal laws or Quantum Physics.

Edit that paragraph down to a few powerful and emotionally charged sentences. Then work to summarize even further the essence of those sentences in one short and powerful statement - perhaps no more than 6-8 words.

For example, here's the Brandheart vision statement, *'Brandheart is the light that awakens leaders to be remarkable.'*

Wordsmith the sentence using different words, your words, (use thesaurus.com) that get you excited and motivated into action and also stimulate your passion to make it happen for yourself and others. It must be emotionally charged!

Make sure your concise vision statement is written in the present tense.

Make sure also it's not generic in nature, meaning it could be easily fitted to someone else other than you. It must be a direct reflection of who you really are, and why you're really here.

It will be like a finger print ... only right for your true heart felt intentions.

Test it first by asking some very probing questions. Ask this very same question 5 times to test for yourself if it really is right for you.

Why is important?

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It's this kind of pressure testing that will help you to further fine tune it and make it right for you.

Then run it by a few people close to you to ensure it is emotive, compelling, uplifting, energizing and inspiring.

This is not so people can provide an opinion and get you to change it, just to gauge their initial reaction.

Once again ask yourself, 'Does it act like a 'guiding light' that stimulates change yet may never be fulfilled?

Once you have it completed to your initial satisfaction leave it alone ... sleep on it and see how you feel about it the next morning. Then again after a few days.

Continue to fine tune it until you love it, can easily remember it and use it as your primary intention, belief and emotionally elevating anchor for your personal and business success trajectory.

Below are some examples of real-life vision statements that will help you to understand how to best structure yours.

Use these as inspiration only to create your own. Yours should be like your fingerprint - yours alone and not a copy of anybody else.

Nike: Bring inspiration and innovation to every athlete in the world. (*If you have a body, you are an athlete.)*

Patagonia: Build the best product, cause no unnecessary harm, use business to inspire and implement solutions for the environmental crisis.

Oxfam: A world without poverty.

Fanatics: Be the most innovative, interactive, consumer-driven sports and entertainment marketing agency in North America.

Adobe: To move the web forward and give web designers and developers the best tools and services in the world.

Even many of these are a little too generic, so learn from this and make sure your vision statement is powerful, compelling, inspirational and distinctive in a way that is a direct reflection of your true reason for being.

When you feel this ... you have it!