

Strategic Vision Statement Guide for Companies

Purpose of a Vision Statement

- To inspire and provide long-term direction for the entire organization
- To define what the company aspires to become or achieve in the future
- To guide decision-making and strategic planning

Elements of an Effective Vision Statement

1. Clear and concise
2. Aspirational and inspiring
3. Future-oriented
4. Aligned with core values
5. Broad enough for growth, specific enough for guidance

Steps to Formulate a Strategic Vision Statement

1. Reflect on Core Purpose and Values

- What principles guide your company?
- What ultimate impact do you seek to deliver?

2. Define Aspirations

- Where do you want to be in 5-10 years?
- What bold future do you envision?

3. Describe Value Proposition

- Who do you serve?
- What unique value will you deliver?

4. Synthesize Key Themes

- Bring together core insights from previous steps

5. Draft, Review, and Refine

- Test for clarity, inspiration, and alignment with stakeholders

Sample Vision Statements

Google: "To provide access to the world's information in one click."

Tesla: "To create the most compelling car company of the 21st century by driving the world's transition to electric vehicles."

Non-Profit Example: "A world where every child has access to quality education."

Template

- **Our vision is to** [aspirational statement of what you want to achieve], **by** [how you will achieve it or unique value you provide], **for** [target audience or market].

Notes & Tips

- Keep it brief, ideally one sentence
- Make it memorable
- Ensure every stakeholder can relate to it