

10 Steps for Creating Your Vision Statement



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Crafting a **Vision Statement** is an important part of your business plan. It's what gives your company direction.

Here are 10 steps to help you create a Vision Statement that is uniquely yours and one that will guide and allow you to scale your business.



A mission statement describes your goals and philosophies and your big "why" in starting your business. It will describe what you sell and how you will serve your customers.



A **vision statement** is a detailed description of what success will look like in your company at a specific time in the future. It is *not* a strategic plan for how you will get there.

Rather, it tells you when you know that you have arrived. It is the *emotional* side to your mission.



What makes an Effective Vision Statement?

- **It Inspires** you, your staff, your customers, and anyone who reads it. This is your BHAG- Big, Harry, Audacious Goal!



- **It's Achievable.** It must have its roots in reality so that you can actually make it happen.



- **It's Written Down.**

That is the difference between a dream and a vision. It's what makes it real.



Creating Your Vision Statement

1. Pick a Point in Time.

It should be at least 5 years in the future but no more than 10 years to be manageable. At that point you can revisit your Vision Statement and create a new vision for the future.



2. Do a “Brain Dump.”

During this time, you will write down all the ideas that come to your mind as you envision where your company will be in that time frame you have designated.

At this point, all ideas are good ones. Let them flow. You can go back and edit it down.



Things to Consider:

- What does your business physically **look like** when you walk in the door and move about the facility?
What does it **feel like**?
What size will it be?
Where will it be located?
Will it be a different location than when you first started?



Things to Consider:

How are you **engaging** with your customers/clients? Will you have implemented **systems** and **programs** that make this a better experience or made it more **efficient**?



Things to Consider:

How have you **positioned** yourself in the marketplace? Are you the **industry leader**? Are you a **thought leader**? Have you **expanded** to other locations? Have you added additional **revenue streams**?



Things to Consider:

What **products** or **services** do you offer that makes you **stand out** from the competition?

What can you say about your company that they cannot say about theirs?



Things to Consider:

What impact have you made on your **community**?

Have you **created jobs**?

Have you **championed causes** that have made a difference in your community?



Things to Consider:

What's **your place** in your industry? Has your impact moved **beyond your local level**?

Are you **recognized as a leader** in your industry?

An **influencer**?

A **change maker**?



Things to Consider:

What does your **financial picture** look like?

What **percentage of increase** have you been able to achieve?

Have you found new and better ways to better **manage your costs?**



Things to Consider:

What will your **team** look like?
How will they **function** within
the company?

It will take more than you
alone to reach this goal, so
think about who'll be part of
your vision at that point in
time.

What **departments** will you
have added by then?



Things to Consider:

Will your **legal status** have changed by then?

Will you have a **Board of Directors**?

A **CFO** or **COO**?

Mid-level managers?



3. Sharpen the Focus.

Now that you have all these ideas written down, examine them for **trends** and **commonalities** in their themes. Some will be centered around your **core values**. Some might be focused on **your purpose**.

Some might be your **products and services**.



4. List your Top 3-5 Core Values.

What are the things that are non-negotiable for you?

Take each of these core values and write one sentence that clearly describes what you mean.

Make it concise, but descriptive.



5. What is your **Core Purpose**?

Does it pass the test of time? Could it outlast you?

Think about the *one thing* your business offers and create one sentence that describes that.



6. Take that **BHAG- Big Harry Audacious Goal** and create one paragraph describing it.

This should describe the best version of your company. This should clearly describe something that you will have grown into.



7. Include a paragraph about **what life will look like** after you have achieved your vision.

How will it have changed the way you do business?

How will it have affected your employees? Your customers? Yourself?



8. Do a **1st Draft**. Here are some guidelines:

- Write it in first person. As the owner of your company this is your vision for where you want to take this company.
- Write from your heart. This is the emotional side to your business. It is what will keep you moving forward even during the tough and lean times.
- Write in the present tense but set in the future.
- Avoid using industry lingo.
- Use action words that show what it will take to achieve your vision.



9. Share your 1st draft
with trusted friends, family
or colleagues that will give
you honest and helpful
input.



10. Revise your Vision Statement, based on the input you receive.

Work on it until it resonates with you and makes you feel that it is worth dedicating the next 5-10 years of your life to achieve.



There you have it! I hope this has given you what you need to get started.

A Vision Statement really requires a combination of right brain thought, where you are thinking creatively and left brain thought where you are thinking more strategically. If it doesn't feel exactly right the first time, keep working on it.