STRATEGY SUPPORT

A Guide to

Strategy Vision Statements

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Introduction to Strategy Vision Statements

A Vision Statement is the guiding star of your company strategy. It's a sentence or two that describes your overall vision for the way your business will interact with the world. It's looking to the future to describe the destination you are all on a journey towards.

Creating a Vision can be an enjoyable process and it's worth spending some time on it, because a Vision underpins everything about your strategy.

What is a Vision Statement?

A Vision Statement is a sentence or two that describes the future of the company or the impact and difference the company will make in the world.

It's a guide for your people and customers, it provides a statement to align all activities towards. It should be ambitious, motivating and inspiring.

Why should a company write a Vision Statement?

Without a Vision Statement it's impossible to form a good strategy. Vision Statements have many advantages.

- A good Vision will inspire and motivate your people
- A good Vision will give you and your team focus
- A good Vision will ultimately help you perform

What is the difference between Vision and Mission?

This can be confusing. Think of a Mission statement as what you do today or the HOW, and a Vision as what you will be like in the future or the WHY.

Example: Alzheimer's Society (UK)

Vision: A world without dementia.

Mission: Our mission is to transform the landscape of dementia forever. Until the day we find a cure, we will strive to create a society where those affected by dementia are supported and accepted, able to live in their community without fear or prejudice.

Can Vision Statements change?

Absolutely - your Vision can be refined, can alter over time, and be reviewed as much as other parts of your strategy. It's best practice to not alter the focus annually though, as you want people to believe in the Vision and go on the journey with you.

Getting started with your Vision Statement

How long should a Vision Statement be?

It should be short and memorable in order to engage your people and customers. For reference, the average Vision Statement is 18 words.

What should I consider when writing my Vision Statement?

We'd recommend considering the following when constructing your Vision Statement:

- No more than two sentences and keep it under 30 words
- Keep it simple and digestible
- Avoid metrics – these don't belong in your Vision

- Be specific in your wording and make it relevant to your market
- Make it inspiring and ambitious
- Align it to your culture and values

Remember to be bold - this is your Vision!

Be ready to make some edits. It's going to take a few attempts to get a Vision statement that works well and you want to make sure you get it right.

Creating your Vision Statement

Now you know what a Vision Statement is for and the principles of what makes a successful Vision, it's time to start crafting your own. Follow our simple steps and build a bold and inspiring statement to focus your strategy and motivate your team.

Step 1: Associated Word Generation

When you think of your company a number of associated words will come to mind. Write them all down, they can be values, market, industry, aspirations. Put them all down in a word cloud and you'll end up with something like this:

> **People working together as a lean, global enterprise to make people's lives better through automotive and mobility leadership.**
>
> **Ford**

Step 2: Success Word Generation

We're going to write another word cloud now, this time containing words that make you successful. Why is it that your business succeeds or will succeed when others fail? What do you compete on? Again, jot down as many words as come to mind and you'll end up with another cloud.

> **Dedication to creating the most epic entertainment experiences...ever.**
>
> **Blizzard**

Step 3: The Obvious Sentence

Now you've got your keywords and inspiration it's time to begin forming your Vision. This is an external statement, so begin by writing down what it is you do and why your business exists to the outside world. Remember to look at some examples to get a good idea of existing Vision Statements. We've included a bunch of examples later in this guide and you can find lots of examples within Lucidity – just visit the Vision Statement Tool.

Don't worry about the flow or how it reads, just write down a starting sentence and stay focused on the why and external nature of the statement.

Once done, do another three or four as standalone alternatives, referring back to your word cloud.

> **To accelerate the world's transition to sustainable energy.**
>
> **Tesla**

Step 4: The First Draft

You're going to write another sentence now that becomes the first attempt at your real Vision. Compare your sentences and the words, what do you like about each? Highlight the parts that you feel are inspiring and accurate.

Now write a new Vision Statement incorporating elements from the original sentence and some of the words from your clouds. Try to develop a Vision Statement that produces a mental image when read and uses positive, emotive language.

> **A just world without poverty.**
>
> **Oxfam**

Step 5: Refinement

There's a balance with a Vision Statement to not make it too generic but not be too specific. If you go too generic it becomes meaningless, go too specific and it opens itself up for negativity if people do not believe in it.

Review the Vision with the team and ask the following questions:

- Does it resonate?
- Is it memorable?
- Is it easy to understand?
- Does it factor geography and customer demographics?
- Is it meaningful both internally and externally?

Example Vision Statements to prompt your thinking

Here are ten Vision Statement examples from a wide range of companies:

> **We seek to reflect the best of Arabian hospitality in everything that we do.**

Etihad Airways

> **A world in which all people have pathways to health and opportunity.**

Americares

“

Dream, Achieve and Flourish.

Horseendale Primary School, UK

“

To enrich people’s lives with programmes and services that inform, educate and entertain.

BBC

“

To be the most competent, profitable and innovative financial organization in the world.

CitiBank

“

To inspire healthier communities by connecting people to real food.

Sweetgreen

“

To fill the earth with the light and warmth of hospitality.

Hilton Hotels

“

The enablers of global e-commerce.

UPS

“

Lead the World in Essentials for a Better Life.

Kimberley-Clarke

“

We will help people live longer, healthier, happier lives.

CVS

You can find more Vision Statement examples in Lucidity. Just visit the Vision Statement Tool.

Further reading on Strategy Vision Statements

For further guidance on completing your Strategy Vision Statements please get in touch with your advisor.

You can also check out Lucidity's **Ultimate Guide to Strategy Vision Statement**

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