



An accompanying worksheet designed to work with the content provided in Differentiate to Dominate.

CREATE YOUR BRAND VISION STATEMENT

Your Vision Statement is an aspirational description of what you want your business to achieve or accomplish, and sets the direction for growth. It's a big goal road map that guides current and future courses of action as you work towards it.

Visioning is a process, not an output, and consequently your Vision Statement is dynamic in terms of it needs to be reviewed anytime a major business event happens such as an investment or deinvestment, or if the world presents new opportunities.

What a Vision Statement looks like?

Some businesses may wait until they go through one or more cycles of strategic planning before developing a detailed Vision, whilst others may establish a vision of where they want to be at the beginning of their strategic branding process. Whichever way you decide to do it, there is no one-size fits all formula for how your vision statement should be written. What works for one organisation may not work for another.

Here are some examples of six different types of vision statements.

Short Vision Statements made up of only a few words

 To make people happy.	 A just world without poverty.	 To create a better every day life for the many people.
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Quantative Vision Statements based on numbers, quantity

 A computer on every desk and in every home; all running Microsoft software.	 Currently: To be the number one athletic company in the world.	 Become a \$125 billion company by the year 2000.
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Qualitative Vision Statements based on qualities you want

 To become the world's leading consumer company for automotive products and services.	 At Microsoft, our mission and values are to help people and businesses throughout the world realize their full potential.	 To be the company that best understands and satisfies the product, service and self-fulfillment needs of women—globally.
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Competitor based Vision Statements

 In 1970: We will destroy Yamaha.	 In 1960s: Crush Adidas.	 In 1950s: Knock off RJR as the number one tobacco company in the world.
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Role model Vision Statements

 To become the Nike of the cycling industry.	 To become the Harvard of the West.	 To become the next Tony Robbins in self development.
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Internal transformation Vision Statements

 Become the company most known for changing the worldwide poor-quality image of Japanese products.	 Become number one or two in every market we serve and revolutionize this company to have the strengths of a big company combined with the leanness and agility of a small company.	 To transform ourselves into a newer, leaner Army positioned for the 21st century.
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Now think about which type of Vision Statement would suit you? and make a note here:

Your Vision needs to be descriptive. So to create it you will begin by describing the future in more detail. Imagine your using a drone to capture a view of your business from above. You're looking down and observing in great detail what is going on.

You can see all of the changes you have initiated that has made your business more successful.

Write down as many adjectives and descriptions that you can see. Pay specific attention to how different aspects of your business are interacting with customers, employees and processes. Use as much detail as possible. Be descriptive. Be precise.

Here's an example from an imaginary publishing company:



- We have 250 clients.
 - Spread over a dozen countries.
 - We have \$3 million gross revenue.
 - Our clients are like family.
- My staff act like one giant Mastermind
 - We are famous for taking care of everyone.
 - Our clients, employees, and end-user customers rave about our customer service.
 - We provide our publishing clients with amazing web design and graphics.
 - Our business is first and foremost about making sure our superstar clients are given the resources they need to produce amazing products and services for their end user clients
 - As a unified front, our publishing company offers significantly greater opportunities through synergy than any one of our publishing clients could achieve on their own.
 - We all focus on our unique abilities and strengths to create the synergy that builds everyone's business faster than if anyone tried doing it on their own.
 - We measure success by:
 - publishing client revenue (minimum \$150,000 in first 12 months)
 - publishing client profit (minimum 30% margin)
 - The 3 most important things we offer clients are...
 - 1) Assurance that they will have world-class marketing to support their passion
 - 2) All their technological headaches taken care of for them.
 - 3) More money than they could make on their own.

Now brainstorm and write your example on a separate piece of paper then come back to this worksheet to finalize your Vision Statement.

Now write your Vision Statement here when you're ready.

Here are some tips to keep in mind

- When describing goals, project 5 to 10 years in the future.
- Dream big, and focus on success.
- Use the present tense.
- Use clear, concise language.
- Infuse your vision statement with passion and emotion.
- Paint a graphic mental picture of the business you want.
- Have a plan to communicate your vision statement to your employees.
- Be prepared to commit time and resources to the vision you establish.

My Vision Statement:



A Strategic Marketing and Design company helping entrepreneurs think, act and grow like a brand.

Creators of Plan2Brand

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Plan2Brand

A comprehensive self-discovery eTool that expands on the concepts in 'Differentiate to Dominate'. Stand apart from your competitors by crafting your brand strategy roadmap - visit:

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