

Vision Statement

Your business vision statement is a powerful guide that keeps you (and your business) connected to the reason why you are in business. It is a forward-looking declaration about the world (or future) your business wants to create.

After you complete the lesson titled, "What's a Vision Statement" complete the questions below.

These are the same Vision Statements from the lesson. Label each vision statement with the company's name.

- We inspire a more conscious and sustainable world by being an authentic force for positive change.

- We nourish and transform the lives of children who face adversity.

- To create a vast community of successful, conscious entrepreneurs who are a force for improving the world and their communities.

What do these vision statements have in common?

Vision: Your Turn

Now, it's your turn. What is the vision for your business?

Use these questions to help guide you:

- Where are we going to be in 3, 5, 10, or 50 years?
- What are we aiming to achieve in the future?
- What impact will it have on society or your community?

Remember, keep it short and simple.

Use the space below to brainstorm and draft your own vision statement. It doesn't need to be perfect, so just dig in.



Once you have a version you feel good about, share it with your friends or family. How does it feel to say it out loud, to others?