

Do you think that someone can take a plane and after boarding the plane decide on his destination?

Or someone gets into an engineering school and realises that he wanted to go to medical school?

Or someone gets into a business and feels frustrated that the business practices do not align with his values, and he must compromise on those?

All these things happen because the journey started without enough homework or preparation.

If you take efforts to decide on your Mission, Vision and Values for your business and align these to your goals, these things will not happen.

I know, you have heard about this number of times, and this may sound like a theoretical exercise, but this is very significant step which will help you achieve extra-ordinary success in the business.

So, this exercise will help you define your destination and plan your actions accordingly.

Vision - Vision is all about your destination.

Where do you want to reach? or

What do you want to become?

This is about the future.

Vision can be qualitative or quantitative.

You need a very, exceptional clear vision.

And to me, a vision is something that you can say in one sentence. The fewer the words the better.

It can also be your big hairy audacious goal, which may never happen.

Let's look at some examples –

Tesla – Vision Statement

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

Amazon – Vision Statement

To be **Earth's most customer-centric** company, where customers can find and discover **anything** they might want to buy online.

McDonald's – Vision Statement

“To move with velocity to drive profitable growth and become an even better McDonald's, serving more customers delicious food each day around the world.”

A vision transforms the organization. It provides a picture of what could be. It is a catalyst that can impel an organization to move toward that dream.

As dreams come true or realities change, visions change.

It is a goal of the highest order.

For this to happen, the direction needs to be as clear as possible. Think about it –

1. Where do you ultimately want your business to get to?
2. What would you include or additionally achieve if there were no obstacles?
3. What do you want your business to be doing in next 10 years?

For our last e.g. For healthy food, the vision can be – **“To be the best or number 1 health food company in the world”.**

You can have a monetary vision as well – **“To have the company with Rs 1000 crore revenue.”**

For your ease we have designed **Vision Statement template**. [Click here to download free.](#)

The Multipliers

Vision statement Worksheet

Questions	ANSWERS
1. How do we want our organization to look like? Ethics, culture.	
2. Where are we going?	
3. What can be achieved realistically by us and how?	
4. In summary, where do you ultimately want your business to get in 5-10 years from now?	
5. What would you additionally achieve, if there were no obstacles?	
5. Insert a picture/ clip art representing vision of your organization.	