

# The Vision Statement

## CHEAT SHEET

Presented by OnStrategy

### What is a Vision Statement?



**A vision statement defines your desired future state** and provides direction for where you are going as an organization. Vision statements are 5-10 years in nature and clearly describe what success looks like and what you're seeking to achieve.

## The Vision Checklist



### Your Vision Represents at Least 5 Years

Vision statements should be at least five years.



### Visions are Future Tense

The vision you're describing is the future, so we recommend writing it in future tense.



### Visions Provide a Clear Direction

The statement should be directional. You aren't there today, but you aspire to be there in 5+ years.



### Visions Need to Be Audacious

Visions are big, broad, and bold assertions, with high-reaching thoughts.

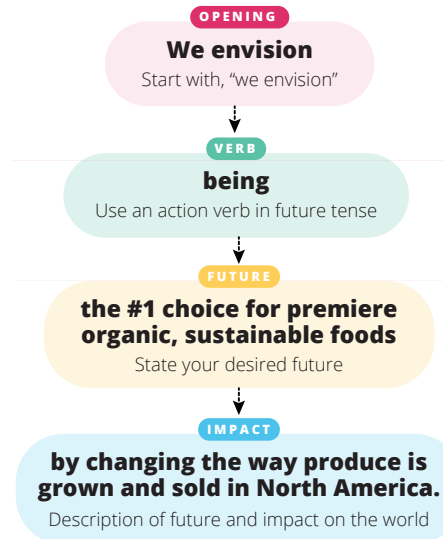


### They're Clear and Descriptive

Expand your vision statement by adding descriptors about how the world will look different when you reach your vision.

## How to Write a Vision Statement

*We envision being the #1 choice for organic, sustainable foods by changing the way produce is grown and sold in North America.*



### Pro Tips on Writing Vision Statements

- ✓ **Get to 80% and worry about the exact wording later.** Word choice can make a team run in circles and creates a huge waste of time.
- ✓ **Pick a copywriter to finish the job.** The best vision statements aren't written by a committee.
- ✓ **Keep it grounded.** Stay grounded by assessing your internal and external environment.
- ✓ **Make sure your mission and vision work together.** Remember, mission statements explain why you exist. Vision statements explain where you're going.

## How to Write Vision Descriptors

*What are vision descriptors?*

**Vision descriptors are "mini-visions" that support your larger vision of success.** Think about creating "mini-visions" that represent your bold direction for each perspective/org-wide objective of your plan. What does achieving your vision of success look like for each area of your plan?

*We envision being the #1 choice for organic, sustainable foods by changing the way produce is grown and sold in North America.*

#### FINANCIAL

**Financial:** Realize \$100M in revenue, or 20% year-over-year growth, in the next 5 years.

#### PEOPLE

**People Expertise:** Have a growing team of 200 individuals who are passionate about changing the food industry.

#### OPERATIONS

**Operational Excellence:** Scale our infrastructure to increase food output by 50%.

#### CUSTOMER

**Customer:** Become a top player in our market positioned as "innovators" in the minds of our customers.