

# Writing a Good Vision Statement\*

(from yourdictionary.com)

Looking at these vision statement examples should give you a good jumping-off point for knowing what a vision statement is and how to write one. Vision statements are a challenge for many people because they aren't sure what form the statement is supposed to take.

- A typical corporate or company vision statement will be brief and succinct; it will say a lot in just a few words, so those words must be very carefully chosen.
- The key to a good vision statement is to think of things in a long-term, broad sense, without sounding generic.
- If you're too specific, you will limit your vision and it won't be applicable 10 years down the road. For example, if your current goal for your business is to move into a larger building, that's a vision for the future but it's not the vision for the future of your entire business. It's too narrow in focus.
- On the other hand, if you say that you want to achieve success—well, any business in the world could say that. It's too generic. The best statement will be clear about who you are as a company as well as who you wish to become.

Writing a good vision statement isn't difficult. Think about what your business does and what, in an ideal world, you would like it to do and how you would like to appear to the outside world. Consider the services and attributes that your company provides, then imagine how it would be if you provided the very best version of them possible. List those visions, and incorporate them into a brief statement that gives a good overview of the kind of image you want to represent.

Understanding your goals and being able to state them clearly is the first step toward making them happen.