

I want to understand
the importance of a
product vision, so
that I have a great
guiding light for my
product.

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Vision Statement or Mission Statement?

Mission Statement	Vision Statement
HOW you will get to where you want to be. Defines the purpose and primary objectives related to your customer needs and team values. It answers the question, "What do we do? What makes us different?" A mission statement talks about the present leading to its future.	A Vision statement outlines WHERE you want to be. Communicates both the purpose and values of your business. It answers the question, "Where do we aim to be?" A vision statement talks about your future.


https://www.diffen.com/difference/Mission_Statement_vs_Vision_Statement

2




What is the best mission statement or vision you have heard of?

3




Mission: To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.



Starbucks Coffee's corporate **vision** is *"to establish Starbucks as the premier purveyor of the finest coffee in the world while maintaining our uncompromising principles while we grow."*

<http://panmore.com/starbucks-coffee-vision-statement-mission-statement>

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The **mission** of The Walt Disney Company is to be one of the world's leading producers and providers of entertainment and information. Using our portfolio of brands to differentiate our content, services and consumer products, we seek to develop the most creative, innovative and profitable entertainment experiences and related products in the world.

Walt Disney Company's corporate **vision** is "to be one of the world's leading producers and providers of entertainment and information."


<http://panmore.com/walt-disney-company-mission-statement-vision-statement-analysis>

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Nike Inc.'s corporate vision is *"to remain the most authentic, connected, and distinctive brand."*

6



On July 20, 1969,
Neil Armstrong became the
first human to step on the
moon

*"I believe that this nation
should commit itself to
achieving the goal,
before this decade is out,
of landing a man on the
Moon and returning him
safely to the Earth. No
single space project...will
be more exciting, or
more impressive to
mankind, or more
important...and none will
be so difficult or
expensive to
accomplish..." -*

President John F.
Kennedy, May 1961

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vision[vizh-uhn]

<https://www.dictionary.com/browse/vision>

- the act or power of anticipating that which will or may come to be:
- the vision of an entrepreneur.
- an experience in which a personage, thing, or event appears vividly or credibly to the mind, although not actually present

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What is a Product Vision?

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Strategies to Create a Vision

- Telling
- Selling
- Testing
- Consulting
- Co-creating

<http://jackmartinleith.com/tell-sell-test-consult-co-create/>



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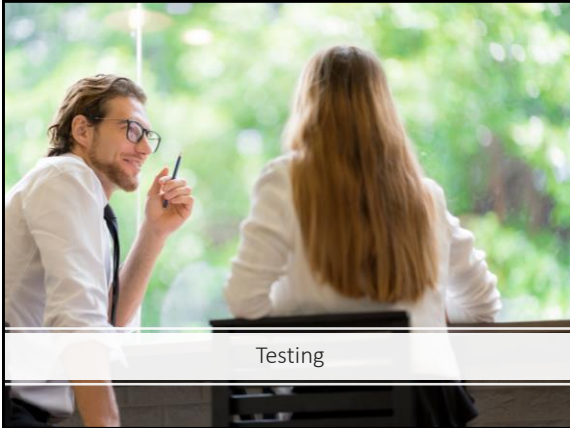
Telling

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Selling

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- Capture the intention of the product
- Be inspiring and Motivating and Emotionally Compelling
- Be directional
- Be clear and concise

A good vision should.....

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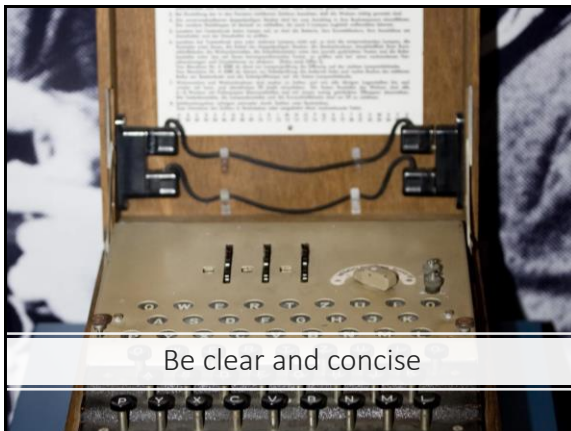


Be Inspiring and Motivating and Emotionally Compelling

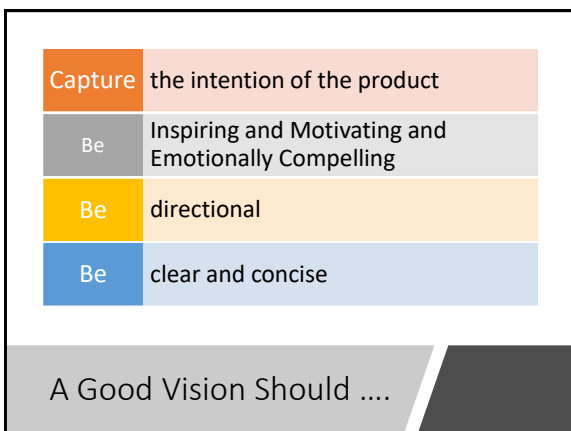
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Remember the Future

<https://www.innovationgames.com/remember-the-future/>

Goal: understand your customer's definition of success.

- Imagine it is some date in the future and you've been using the product.
- What concrete benefits has the product delivered to you?
- Ask the question in past tense, or future perfect tense ("what will have happened?")

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A wise man once said:
"I have a dream" – Martin Luther King, Jr

Contained within these pages is our team's dream for The Braintrust Consulting Group's future.

WITH THE HELP OF OUR GREAT TEAM WE CAN MAKE THIS DREAM A REALITY!

January 17, 2020, it's a cold wintery day and we are all gathered for our annual strategy session. The last five years have been a wild ride and it's time check-in and see how things are going.

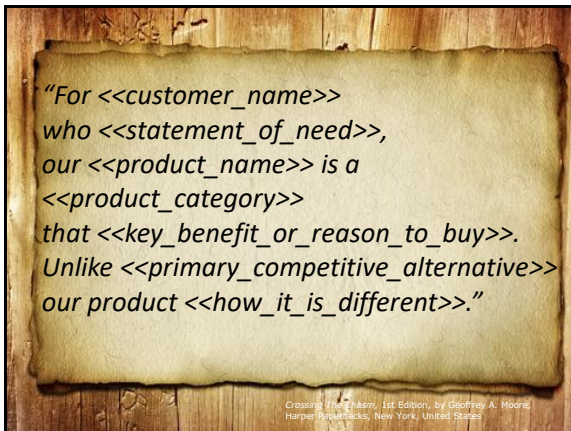
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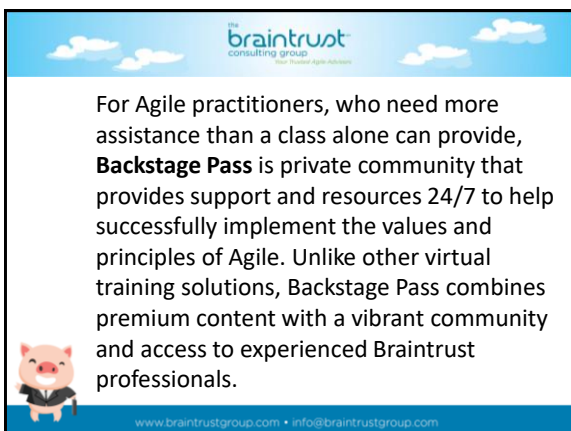
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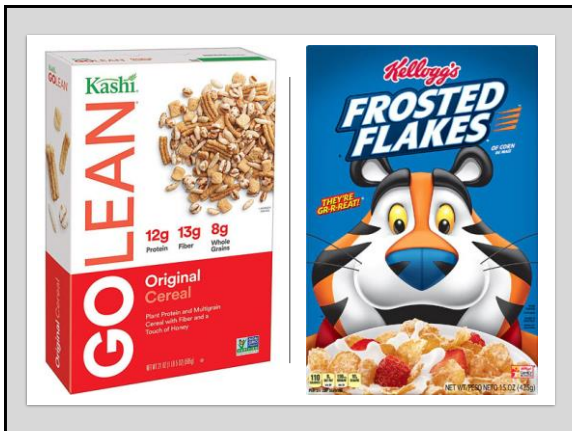
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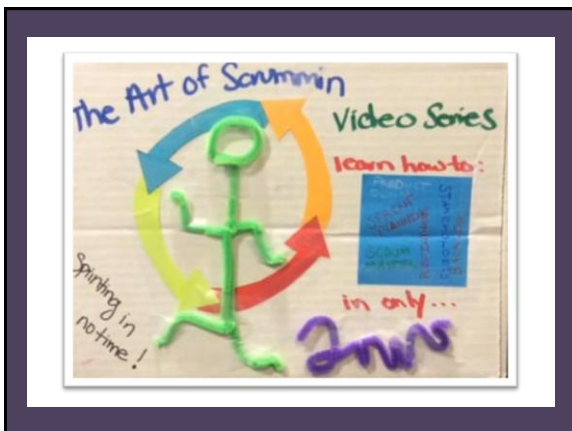
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THE PRODUCT VISION BOARD romanpichler

VISION What is your purpose for creating the product? Which problem does it solve for whom?			
TARGET GROUP Which customer or market segment does the product address? Who are the target customers and users?	NEEDS What problem does the product solve? Which benefit does it provide?	PRODUCT What product is it? What makes it stand out? Is it feasible to develop the product?	BUSINESS GOALS How is the product going to benefit the company? What are the business goals?

www.romanpichler.com
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Remember the Future

Elevator Pitch

Product Box

Product Vision Board

Tools to create a Vision Statement?

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Specific
S
Achievable
M
Measurable
A
realistic
R
Timely
T

What actionable next steps are you going to take from this section to improve your vision statement?

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