

# Conaxion's Vision Statement Worksheet

Organization Name:

DATE:

1. **Reflect** on your *mission statement*. Think about what you will achieve *in 5-10 years from now* if you accomplish your mission
2. **Be bold** by thinking about *how your brand will positively impact your community*, your industry and ultimately, the world.
3. **Keep it short** and concise. You only want your Vision Statement to be one sentence that is bold, futuristic, and striking.
4. **Use pictures** and create a vision board to help you physically visualize what you want to achieve if you are having trouble.
5. **Sum it all up** into one sentence. Look at other examples to get some inspiration

## ANATOMY OF A VISION STATEMENT

"Our vision is  
to have empowered  
small business owners  
to create their own professional and successful brands."

- PART 1** Be clear in introducing this sentence as your vision.
- PART 2** Use a powerful verb that communicates how you get to your vision.
- PART 3** Define your audience.
- PART 4** Describe the audience's outcome after having benefitted from your company's mission.

[www.brandbuildingforsmallbusiness.com](http://www.brandbuildingforsmallbusiness.com)

## Inspiring Vision Statements

- **Tesla:** To accelerate the world's transition to sustainable energy.
- **Nike:** Bring inspiration and innovation to every athlete\* in the world. \*If you have a body, you are an athlete.
- **Warby Parker:** To offer designer eyewear at a revolutionary price, while leading the way for [socially conscious](#) businesses.
- **Shopify:** Make commerce better for everyone, so businesses can focus on what they do best: building and selling their products.
- **Patagonia:** Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis.
- **IKEA:** To create a better everyday life for many people.

<b><u>Your Drafted Vision Statement:</u></b>	<b><u>WHY DOES IT MATTER?</u></b>
<b><u>Final Vision Statement:</u></b>	