

# Vision worksheet

## 01. SWOT ANALYSIS

Conduct a quick SWOT (strengths, weaknesses, opportunities, threats) analysis about your industry in general.

*ex. SWOT analysis for branding as a new entrepreneur:*  
S :: differentiation (to stand out), expansion, customer loyalty  
W :: limited resources, inconsistent messaging  
O :: niche markets, customer feedback  
T :: competition, economic uncertainty

A large, light green rectangular area intended for writing a SWOT analysis.

## 02. MISSING PUZZLE PIECE

What's missing from the world or not happening in your industry? Look at the weaknesses or opportunities you've listed above as inspiration.

*ex. Most brand designers focus on visuals only— and ignore or don't explore strategy first.*

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## 03. BHAG

What's your big hairy audacious goal? What are you only thinking internally and too afraid to speak into existence? I implore you to write it down now!

*ex. I want to be the #1 destination for gluten-free treats online.*

A large, light green rectangular area intended for writing a Big Hairy Audacious Goal (BHAG).

## 04. BRAINSTORM

Based on the examples, what big aspirational words or industry terms do you or your clients use to describe what you do. What buzzwords make sense? Use images, symbols, and metaphors to convey the essence of what your organization aims to achieve.

A large, light green rectangular area intended for brainstorming aspirational words and terms.