

Vision & Mission

building blocks for your sustainable brand without hustle

Once you have established your name and dug deep to really connect with your visceral why—it is time to tackle your vision and mission. Though often interchanged, these elements serve a different purpose to establish your brand DNA.

YOUR VISION is a future-focused (3–5 year time frame) longer narrative and effect for your brand. It is aspirational, big-thinking, audacious. Imagine that if you look at the world right now—and it is headed in a clear direction—your brand fits into this forward-moving world in some way. That's your vision. Your brand's focus on tomorrow and what it becomes. Your vision gives your brand a direction, provides growth internally and externally.

YOUR MISSION on the other hand is your succinct, core purpose, present cause that is actionable. It is what drives you and your brand—it focuses on today with clarity on how to serve your clients. It is no more than 1–2 sentences long, in simple words, and translates to the clear standards in a meaningful way. It is your brand's reason for being. Think of your mission being the ethos behind your brand.

View these **EXAMPLES** to craft your vision and mission on the next pages.

Airbnb vision: *Belong anywhere.*

Mission: *to create a world where anyone can belong anywhere, and we are focused on creating an end-to-end travel platform that will handle every part of your trip.*

The missing puzzle piece *is that as humans, we all share the basic need to belong.*

Nike vision: *Do everything possible to expand human potential.*

Mission: *to bring inspiration and innovation to every athlete in the world.*

The missing puzzle piece *is connecting you to the identity of being the athlete.*

LinkedIn vision: *Create economic opportunity for every member of the global workforce.*

Mission: *to connect the world's professionals to make them more productive and successful.*

The missing puzzle piece *is equal opportunity for everyone to get their foot in the door.*