



*What is a vision?* A vision, quite simply, articulates what your business success will be at a certain time in the future. A vision is idealistic and can include how big the company will grow, how we will be perceived by the outside world, what we are famous for, and what it's like to work here.

- *A great vision inspires.* It gets the organization excited to come to work because they know they are contributing to something bigger than their individual roles and positions. It engages employees with a greater sense of purpose and achievement that surpasses a paycheck alone.
- *A great vision is strategically feasible.* In other words, although your vision is idealistic and a stretch goal, it is one that your organization has a reasonable shot at achieving.
- *A great vision creates focus.* A shared vision provides a starting point for decision making in all areas - operations, marketing, technology and finance. It also puts a stake in the ground to align resources around and to integrate the strategic opportunities that present themselves every day.
- *A great vision communicates values.* The vision statement expresses both the purpose and values of the organization. For employees, it provides direction about how they are expected to treat each other and the customers. For customers, it tells them why they should do business with the company.

*A vision is not a strategic plan.* The vision articulates where we are going. The strategic plan maps how we are actually going to get there. A clear vision is essential to the development and success of the strategic plan.

"Big thinking precedes great achievement." — Wilferd Peterson  
**What's your vision?**