

How to write a Vision Statement

Your vision statement should be inspiring and motivating to your staff, and also show your stakeholders the ideal position your business is working towards.

This message should be at the core of everything you do.

It is generally only a sentence or short, concise paragraph to reflect a business' core purpose, goals and values. It can be defined simply as 'who we are and what we do'.

Your vision statement should outline your ideal or desired position of the business and what you are striving to achieve. Keep it simple and it will be more effective! Also look at it from the customer's perspective – what would you like to see in a business.



HOW TO GO ABOUT IT...

Read lots of vision statements to get a feel for the type of language used and impact. You'll notice that powerful, emotive language is often used, which will inspire your employees and engage your stakeholders.

SOME GOOD EXAMPLES...

Here are a few good ones to get you thinking about the key singular purpose of your business.

Disney – We create happiness by providing the finest in entertainment for people of all ages, everywhere.

Google – To make the world's information universally accessible and useful.

Ford – We are a global family with a proud heritage passionately committed to providing personal mobility for people around the world.

Amazon – To build a place where people can come to find and discover anything they might want to buy online.

Sony – To experience the joy of advancing and applying technology for the benefit of the public.

Now that you have an understanding of what a vision statement is and its importance, create a list of goals for your business. Don't forget to get input from any other owners or key stakeholders too as you need to agree on the statement.

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Remember: SMART business goals are –

- S** Specific
- M** Measurable
- A** Attainable
- R** Realistic
- T** Timely

For example: To increase visitors to the website by XX% by XX (timeframe) through specific measures such as (incentives such as discount coupons).

1. _____
2. _____
3. _____
4. _____
5. _____

Now write some short sample vision statements that fit with your goals that you've listed above.

1. _____
2. _____
3. _____
4. _____

Okay, once this is done, you need to get out into the market and do some research to find out which statement is most appealing. Also, enlist the help of family and friends to test out the effectiveness of the statements so you can decide which one is most appealing for your company's image.

It's really important to promote your vision statement to the public and your stakeholders. Make sure it's on your website, any social media channels you have a presence in, newsletters, flyers, and posters around the office.

Good luck!

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