

# GENERATING A BUSINESS VISION STATEMENT

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The importance of a Company Vision Statement can't be stressed enough.




This valuable document serves as a constant reminder to both staff and management of your direction and objectives, no matter what challenges may arise.

More than a project brief, it provides a comprehensive overview of your business goals, assuring that every other aspect of your business falls within its parameters.

However, this opportunity can be squandered if not executed correctly.

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To begin structuring your Company Vision Statement, begin by noting the following:

YOUR KEY VALUES	YOUR ULTIMATE OBJECTIVES	YOUR BRAND PHILOSOPHY
		

*Note: A large, faint watermark reading 'BETTER EXECUTE' is visible across the form area.*

## Now it's time to create your Vision Statement

When creating a Vision Statement that has palpable value, refer to these notes & apply the following three questions to your ideas:

- 1. Is it inspirational?** It must be compelling & immediately explain why someone should care.
- 2. Is it believable?** It must give clarity of direction, from now until your ultimate objective.
- 3. Is it unique?** Does your company provide assets that enable it to deliver this vision?

On the following page, you can begin to define your vision statement. Your final document may well be several pages long and include diagrams and imagery to further explain and add inspiration.

However, your Company Vision Statement should ultimately be able to be conveyed in a phrase, a sentence or a couple of paragraphs at most.

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# YOUR COMPANY VISION STATEMENT

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Please now consider submitting your Company Vision Statement to **Better Execute** for review:

**SUBMIT**

NAME

EMAIL

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