



Strategic Planning: Vision

Guidance for crafting the vision statement of a heart-centered business

VISION

Your business vision is the thing that keeps you going. Your ideal vision statement will be strong, aspirational, and from your heart. It will be grounded in your values, aligned with your mission, and keep you focused on your long-term goals.

PREPARATION

Like all Unwhelming processes, we recommend that you take time to prepare for this work in a way that honors your mind, body, and spirit. Use breath to ground, ritual to set the tone, and meditation to guide intention.

Gather your supplies: pen and paper at the least, or if you're a big fan of sticky notes, I find them a great tool for this step. You'll need a big enough area to work in so that you can move paper around physically, or a big whiteboard or large sheet of paper where you can color code or otherwise visually differentiate different words and phrases.

I encourage you to check out [Proposals for a Feminine Economy](#) by Jennifer Armbrust for more guidance in this work.

Your vision is what the world looks like when your goals are achieved, and your mission has been accomplished. It's Goals + Direction + Dream + Aspiration. It communicates the long-term purpose and shape of your business.

Communicate your vision and revisit it often; I recommend monthly for your first year or two of business, quarterly for the next two, semi-annually in years 3 and 4, and annually after that. Revisit it as well any time you or your company experiences a major change: markets, world events, personal life, etc.



Strategic Planning Jumpstart: Vision

writing prompts



CONSIDERATIONS

Your vision statement should be:

- Concise: not too wordy or long
- Memorable: not trendy, but catchy enough to stick
- Precise: If it can be applied to any company, it's not your vision.
- Inspirational: What keeps you going, and what are you working for?
- Aspirational: something that you want to reach for

FORMULA

You can start by trying to complete these sentences:

- At <Xxxxxx>, we envision _____.
- At <Xxxxxx>, we work toward a world where _____.
- Our ambition is to _____.

QUESTIONS

Ask yourself these questions and consider what you might want the answers to look like in five to ten years.

- Where do we want to go?
- What can we achieve (realistically or not)?
- What problem can we solve?
- What changes can we make for individuals?
- What changes can we make in our industry?
- What revolutions can we start or progress?
- How will things be different WHEN this dream comes true?
- What phrases or keywords describe:
 - What type of organization we want to be
 - What outcomes we dream of
 - Our dreams for our communities and society

