

Vision - Looks to the future – Idea and Passion

What services do you (really) offer?
What image do you want to be known for?
What do you *not* want to be known for?
What is your role? What would you like to spend your time doing?
What *won't* your products / services be?

Where? - Local, national, international ...
Where are your customers?

Who will be your customers?
Who will *not* be your customers?
Who will be your partners / alliances?
Who can help you?

When will this be?
When will you need to be operational with what?

Why do you have this business?
Why do your customers buy your services?
Why will third parties be interested in your business?

How will your values and beliefs make this happen?
How will you finance the business?
How will you work with others?

Within the next _____ years, _____ will grow into a successful _____ business providing _____ product / services to _____ customers.

Redraft with passion and belief.

Vision:

Example:

"Our vision is to be earth's most customer centric company; to build a place where people can come to find and discover anything they might want to buy online." Amazon

Mission - The present. Purpose of the business. Why you exist.

Have you identified your ideal customers? Who are you targeting? What do they want?

What product / service are you offering with a unique value / benefit? How are you different?

What are your strengths & weaknesses? What do you do well?

What things do you do best?

What impact do your values & beliefs have on your customers?

What are you trying to achieve?

Draft with passion and belief.

Mission:

Example:

“Google’s mission is to organize the world’s information and make it universally accessible and useful.”

Cave – “Creating beautiful spaces for people and planet.”