

## Tools and templates



### Defining your vision for success

Having a clear vision of success provides direction and clarity about what your business is working towards. It might be to run three successful sites or have a solid group of 15 loyal clients.

Think of it like a roadmap – once you've defined where you want to go, you can sense-check that each decision you make is helping you to get there.

Vision statements aren't necessarily set in stone. Your priorities may change as your business develops, so review your statement each year and check it's still relevant.

#### Best practices for writing a vision statement:

Make sure your vision statement is:

- Clear and concise.** Focus on your core vision, rather than cramming in lots of ideas about your future
- Personal.** Your statement should be about what you want your business to become, not what others expect from you
- Inspiring.** Choose a vision that you're genuinely passionate about and feel motivated to work towards
- Focused on the future.** Think about the long-term vision for the business, rather than a goal you're likely to achieve in the next year

#### Defining your vision for success:

Questions to ask yourself:

- Why are you writing a vision statement? What impact do you hope it will have?
- What long-term goals have you set for your business?
- What are your company values?
- Do you have a unique selling point? What makes you different from the competition?
- What do you want your business to become? (eg. the best in...or nationally recognised for...)
- What reputation do you want your business to have in the future? What do you want your customers to know you for?
- What will your business feel like in the future? What will your culture and ethos be?
- How will you know when you've succeeded? How will the business look, feel and operate?

Use these ideas to write a short paragraph about the desired future state of your business. Then, draw out your main vision and turn it into a short, concise vision statement.