

CREATING YOUR VISION

Vision statements should provide a sense of aspiration and stretch the imagination. A good vision statement will help inform direction and set priorities while challenging employees to grow. It's important that the vision statement be compelling not just to the high-level execs of your company, but also to the junior-level employees.

Here are five tips to keep in mind:

- When describing goals, project five to ten years in the future.
- Dream big, and focus on success.
- Use the present tense.
- Infuse your vision statement with passion and emotion.
- Paint a graphic mental picture of the business you want.

After the vision statement is complete and finalized, your employees will have a clear idea of your vision for the company. It's up to you to nurture and support that vision each day and to inspire your employees to do the same. With your support and dedication, you can empower your employees to fulfill the goals outlined in your vision statement.

VISION EXAMPLES:

Macy's: "Our vision is to operate Macy's and Bloomingdale's as dynamic national brands while focusing on the customer offering in each store location."

Microsoft: "A personal computer in every home running Microsoft software."

Coca-Cola: "Profit: Maximizing return to share owners while being mindful of our overall responsibilities. People: Being a great place to work where people are inspired to be the best they can be. Portfolio: Bringing to the world a portfolio of beverage brands that anticipate and satisfy people, desires and needs. Partners: Nurturing a winning network of partners and building mutual loyalty. Planet: Being a responsible global citizen that makes a difference."

Avon: "To be the company that best understands and satisfies the product, service and self-fulfillment needs of women — globally."

Ford: "To become the world's leading Consumer Company for automotive products and services."

IKEA: "The IKEA vision is to create a better everyday life for the many people. We make this possible by offering a wide range of well-designed, functional home furnishing products at process so low that as many people as possible will be able to afford them."

Nike: "To be the number one athletic company in the world"