



**Leadrise Coaching**

by Merve Kagitci Hokamp

## VISION STATEMENT WORKSHEET

### Blurb and Goal of this Exercise:

A vision statement describes a company's

- long term goals,
- aspirations and ambitions, and
- the future impact it intends to drive.

### Instructions:

1. To compose your vision statement, ask yourself and your team these questions and jot down the answers, keywords, common themes on a whiteboard / piece of paper / post-its / vision board:

What are our long term goals?

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What role do we want to play in the world?

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What do we aspire towards?

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What will change in the world when we are successful?

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What kind of future do we want to live in?

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Where do we see our target audience in 10 years?

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What will human lives look like when we successfully deliver?

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And then what? (ask this question three or four times until you get to the 'dream state',  
the 'utopia')

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When we appear on magazine covers in the future, what will the headlines say? What  
amazing thing(s) will we have done?

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### Vision Statement Keywords

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### Vision Statement Phrases

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2. Use the thought bubbles above to construct a succinct, aspirational, impactful vision statement.

### Final Vision Statement

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