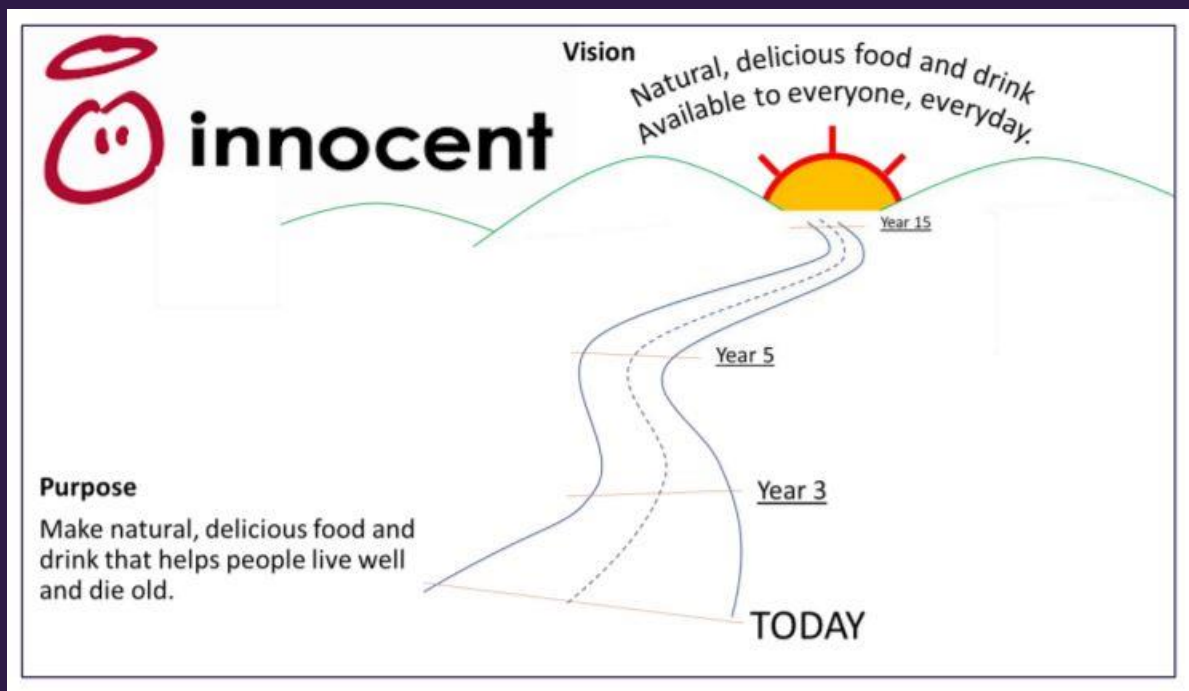


“Your business vision is a compelling, vivid, positive word picture of your “ideal” business future.”

Its typically 10 years away and includes an audacious, stretching, but “just might be possible” goal.

If you can say how you will achieve more than 50% of your vision – its not stretching enough! Your business vision must be meaningful and memorable. Keep it ‘Punchy’. It should inspire and energise you and everyone in the organisation.

The strength of your business vision depends to a large degree on how each individual in your company can ‘connect’ with the vision. Imagine yourself explaining it to different people in the business. How easy would this be. Would they be able to imagine their part in driving towards the vision? Would they be able to remember the vision. I think a great example comes from Innocent Smoothies. It can be particularly powerful when vision flows from your purpose.



However, even the most compelling vision will have no benefit to your organisation unless it is communicated well. First priority is the internal audience. Make your vision part of as many conversations as you possibly can. Make it an everyday thought. Your vision may also be shared outside the organisation, though this is not always the case. Before you share your vision outside your business you should stand in your customers shoes and reflect. Crafting a powerful vision can come instinctively to some, many take time and benefit from some fresh eyes. If you think that would help, [get in touch](#).