

How to create a vision that inspires you and your customers

First up, we need to be able to answer 3 simple questions:

1. What you do and who do you serve?

We can all hopefully pretty much answer this first question with relative ease:

“We’re a provider of X for Y”

2. How do you do it?

The second is also fairly straight forward for most but can be harder to communicate it concisely.

“We do X, oh and we also do Y and Z”

3. Why does it matter?

This question often gets overlooked or answered with some pretty generic answers:

“Well our product is the best quality.”

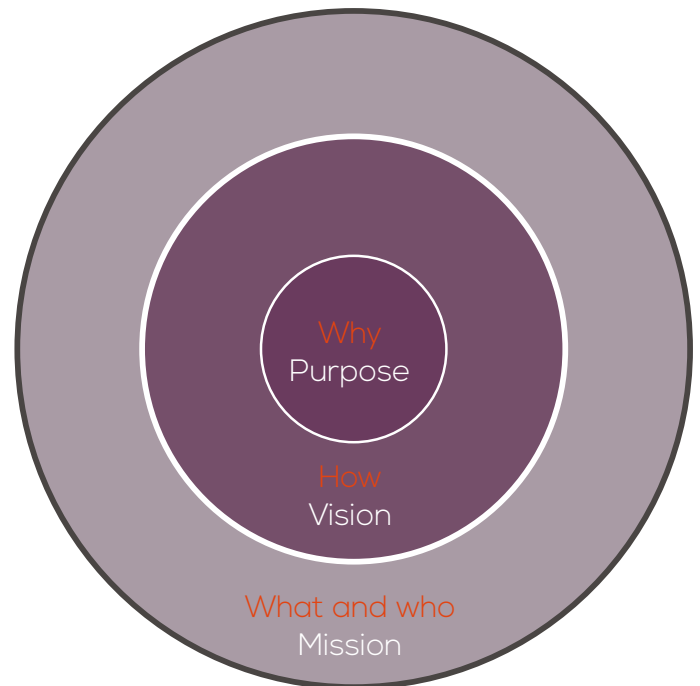
- Are you sure I’ve heard others say the same?

“We have the widest range of X”

- But I only need 1 type and I can get it cheaper elsewhere,

“We work with the best people around”

- OK how can you prove it?



Your purpose, mission and vision separates these 3 questions up so you can plan and communicate what you do, where you want to be and how you are going to get there.

Purpose

Purpose guides you: It is your reason you exist that should never change. (ps it is beyond simply making money)

This is the most important part as it defines that "why does it matter question". It will unite your teams internally and also externally, foster a deeper connection with your audience.

Once you align your brand with a purpose or cause, you will have an uncanny ability to attract a following of raving fans. It gives people cause to champion and a reason to believe so that employees feel inspired to come to work and customers are inspired to buy from us.

Exercise:

Step 1.

You could simply pick a cause that you are passionate about. Here are some quick examples:

- | | | |
|-----------------------------------|--------------------------------------|---|
| End extreme poverty | Promote peace and justice | Achieve gender equality |
| Better education | End hunger and improve nutrition | Ensure safe water and sanitation across the globe |
| Affordable and sustainable energy | Promote productive employment | Ensure responsible consumption and production |
| Inequality and inclusion | Build better and safer communities | |
| Combat climate change | Promote healthy lives and well-being | |

Step 4.

Play around with both parts and when happy with each one, put them together in the space below:

To:

.....

so that/by:

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Step 2. Contribution.

Or instead of causes, think about specific moments when you've felt most proud to do your work. Did you inspire someone, have you solved a very specific problem, have you taught or educated someone. How did you better the life of someone else?

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Here's a couple of examples from some leading brands:



Step 3. Impact.

Think about the lasting impact that contribution enabled that person to do or become?

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Vision

Vision inspires you: It's the longer term shared vision of what achieving your mission looks like for your business and for your clients.

This is the long term goal of what you would love to ultimately achieve.
A company that can set an agenda to achieve that goal is going to set itself apart and inspire others.

The vision needs to be big enough that both the challenge and possibility of achieving it are audacious and a little intimidating.

Exercise:

Step 1. Dream big

Think about what impact you would ultimately like to have on the world in 15 years time. It could be things like 'being the number 1 Kitchen Design company' or 'to be the most loved coffee shop'

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Step 2. Rock the world (or maybe just your world.)

Although the key to this is to dream big, not every business is set for world domination. Think about the world you are in ie your sector or industry, or the country or even county you operate in.

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Step 3.

Once you have thought about that big goal you are setting out to achieve write it out below:

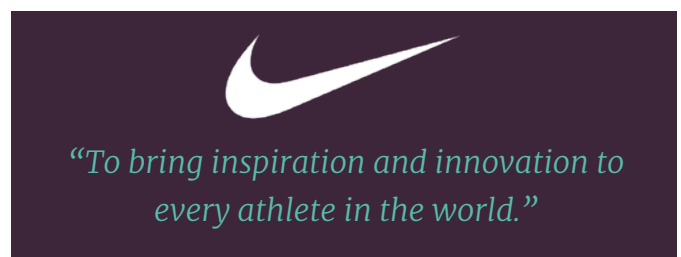
To be:

.....

of sector/location:

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Here's a couple of examples from some leading brands:



Mission

Mission drives you: It backs up your purpose and serves as a road map to how you are going to accomplish your vision.

Firstly identify your organisation's winning idea, that spark that started your business in the first place. Then write three or four sentences that capture your key goals.

Ask for input from employees or those around you that you trust and work out key steps and the shorter term goal that will take your business from that initial idea to your vision. It should be something everyone can buy into right away and start working towards.

Exercise:

Step 1. Goal setting

Write down 2-3 goals or ways you are collectively going to achieve your vision over the next 5 years or so.


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Step 2.

Write these 3 things out as one aspirational statement:

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Here's a couple of examples from some leading brands:



“To inspire and nurture the human spirit, one person, one cup and one neighbourhood at a time



“To refresh the world in mind, body, and spirit, to inspire moments of optimism and happiness through our brands and actions, and to create value and make a difference.”