

CREATE A POWERFUL VISION STATEMENT

BillyEpperhart.com

1. Know Your Why

Why do I want the legacy of this business to be?

Why do I wake up every morning and get excited about this business?

What do others say they value about this company?

2. Set a Goal

What is my 5-year plan for this business? 10-year? 20-year?

How will I know that this company was successful?

How will others know that this business was successful?

3. Involve the Team

What do my employees say about the vision?

Do my employees feel they can support the mission of this business?

Are all employees valued and cared for under the purpose of the new vision?

4. Keep It Alive

How will we, as a team, work to keep the vision alive? Be specific.

5. Monitor Fears

Why do we need this new/revised vision?

Will I be able to live with the new vision?

Will I be able to support the new vision?

What will the new vision expect of me?

How will my work/life change as a result?

Will I be able to continue doing what I've always done? Why or why not?

Do I believe in my company's ability to achieve this vision?

Do I believe I can help make the vision happen?

6. Revise As Needed

Decide on a date to check in with the vision statement.

Regularly check in with team members to refine the statement as needed.

Monitor your goals and progress in light of the vision.

7. Display the Vision

Have a poster printed and hang it in a highly visible, high-traffic area in the office.